

CA20N
TI 52
-67
R24

NIS

See. Pages
15,

ONTARIO Department of Tourism & Information

A STUDY OF THE TRAVEL HABITS OF ONTARIO HOUSEHOLDS

June 15, 1966 to June 14, 1967

Report No. 24



ONTARIO

Peter Klopchic, Ph.D.
Director Travel Research

Toronto, Ontario

June, 1969

TRF.O
69

*This volume was donated to
the University of Toronto by
Derek J.W. Little
President, Municipal Planning
Consultants Co. Ltd.*

7
Department of Tourism and Information

Parliament Buildings, Province of Ontario
HON. JAMES AULD, *MINISTER*

A.S. BRAY, *DEPUTY MINISTER*

7
A STUDY OF THE


TRAVEL HABITS OF ONTARIO HOUSEHOLDS

June 15, 1966 to June 14, 1967

7
Peter Klopchic, Ph.D.
Director Travel Research

ONTARIO DEPARTMENT OF TOURISM AND INFORMATION
Toronto, Ontario

June, 1969



Digitized by the Internet Archive
in 2022 with funding from
University of Toronto

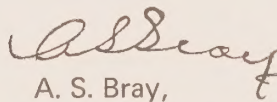
<https://archive.org/details/31761115468878>

PREFACE

Although statistics were available on the origin, destination, and expenditures of United States and other foreign visitors to Ontario for past years, no reliable data had been gathered on the travel habits and expenditures of Ontario residents and of the total travel market in the province.

The Department of Tourism and Information, therefore, initiated a survey of the entire province for which sampling and collection of basic data was carried out by Gordon Lusty Survey Research Ltd., Toronto.

Dr. Peter Klopchic, Director of Travel Research for the Department of Tourism and Information, analysed all data obtained and results are presented in this Report. Significant contributions to the preparation of the report were also made by K.R. Kaczanowski, D. Brown, Mrs. G. Strait, and Mrs. H. Swan, of the Travel Research Branch.


A. S. Bray,
Deputy Minister.

June, 1969

CONTENTS

Letter to Readers

Preface

Introduction

Purpose of Study

Definitions and Methodology

Map showing the Economic Regions or combination of Economic Regions into which the province was divided for purposes of this study.

Map showing the boundaries of the thirty-two Ontario Department of Tourism and Information Vacation Areas

Sample Design

Questionnaire Design

Summary of Selected Travel Characteristics of Trips Generated by Ontario Households, June 15, 1966 to June 14, 1967

CHAPTER ONE	Page
Number, Origin, Destination and Expenditures of Trips made by Ontario Households June 15, 1966 to June 14, 1967	16
Origin and Destination	17
Expenditure	19
CHAPTER TWO	
Vacation Trips — Number, Origin, Destination and Expenditures of Ontario Households, June 15, 1966 to June 14, 1967	35
Annual Vacation Factor in Travel by Ontario Households	36
CHAPTER THREE	
Primary Reasons for Travel	45
CHAPTER FOUR	
Duration of Trips	47
CHAPTER FIVE	
Who Travels With Whom	49
CHAPTER SIX	
Mode of Transportation	54
Number of Miles per Trip by Passenger Car	55
Starting Date of Trips	57
CHAPTER SEVEN	
Facilities Used by Ontario Households on Trips taken from June 15, 1966 to June 14, 1967	60
CHAPTER EIGHT	
Facilities Used — Other than Overnight Accommodation	67
CHAPTER NINE	
Travel Expenditure	72

CHAPTER TEN	Page
Comparative Expenditures Made on Business, Vacation and Personal Trips	80
CHAPTER ELEVEN	
Capital Expenditure on Recreation Equipment by Ontario Households, 1966	83
CHAPTER TWELVE	
Socio-Economic Aspects and Travel Habits of Ontario Households	86
General	92
<hr/>	
APPENDICES	
(1) Travelog — A Diary of Family Travel During the Period of Study, in four volumes, by Season, self-administered by the respondent.	95
(2) Questionnaire — designed to obtain certain characteristics of the household. Administered by the interviewer.	96
(3) Questionnaire — designed to obtain household expenditures on certain items related to travel, but which ordinarily could not be detected in an examination of their travel habits. Administered by interviewer.	98

TABLES

Title	Page
Table I	
Number of Trips Made By Ontario Households, By Season	22
Table II	
Number of Trips Made By Ontario Households, By Economic Region	22
Table III	
Destinations of All Trips By Residents of Ontario	23
Table IV	
Expenditures Made By Residents of Ontario For Trips to Destinations Shown . . .	25
Table V	
Destinations of Trips Made By Ontario Households (Summary)	27
Table VI	
Trip Expenditure By Destination – Ontario Residents (Summary)	28
Table VII	
Ontario Destinations, By Vacation Area, of Trips Generated By All Households, and By Each of The Five Study Regions	29
Table VIII	
Average Expenditure Per Trip, By Destination, and By Season	30
Table IX	
Number of Vacation Trips Generated By All Ontario Households, By the Five Study Regions	37
Table X	
Number of Vacation Trips Taken Per Person, Generated By The Five Study Regions	38
Table XI	
Average Expenditure Made By Ontario Households Per Vacation Trip, By Season and By Destination	38
Table XII	
Number of Vacation Trips and Expenditures Made By Ontario Households, By Destination and By Season	39
Table XIII	
Vacation Factor In Trips Originating In Ontario Households	41
Table XIV	
Combinations of Persons on Trips Originating In Ontario Households	52
Table XV	
Mode of Transportation Used on Trips Originating In Ontario Households	58

Table XVI		Page
Starting Date of Vacation, Personal and Business Trips By Ontario Households, By Two Week Periods		59
Table XVII		
Type of Accommodation Used on All Trips Generated By Ontario Households . . .		62
Table XVIII		
Type of Accommodation Used on All Trips Generated By Ontario Households Where Overnight Accommodation Was Required		63
Table XIX		
Type of Accommodations Used On Trips to Destinations Shown, Where Overnight Accommodation Was Required, By Residents of Ontario		64
Table XX		
Facilities Used on Trips (other than accommodation) Generated By Ontario Households		69
Table XXI		
Facilities Used on Vacation and Personal Trips Generated By Ontario Households, By Season		70
Table XXII		
Trip Expenditure By Destination Area, On Trips Originating In Ontario		75
Table XXIII		
Comparative Expenditures For Vacation, Personal and Business Trips, Ontario Households		76
Table XXIV		
Travel Expenditures By Trips Originating In Ontario, By Category		77
Table XXV		
Travel Expenditures Made During All Trips Originating In Ontario Households, By Selected Categories		78
Table XXVI		
Comparative Expenditures For Vacation, Personal and Business Trips, By Type of Accommodation		82
Table XXVII		
Capital Spending on Recreation Equipment — Ontario Households		85
Table XXVIII		
Selected Statistics on Socio-Economic Aspects and Travel Habits of Ontario House- holds, By Type of Trip		88
Table XXIX		
Socio-Economic Aspects — Ontario Households (Regular Receipt of Daily News- papers and Canadian and American Periodicals, By Trip Types)		89

Table XXX	Page
Socio-Economic Aspects — Ontario Households (Household Possessions and Ownership of Secondary Homes)	90
Table XXXI	
Socio-Economic Aspects — Ontario Households (Car Ownership)	91

G R A P H S

Title	Page
Graph No.1	
Distribution of Trips originating In Ontario, Showing Number of Trips and Expenditures by Destination	31
Graph No. 2	
Destination To Ontario Vacation Areas By Economic Regions	32
Graph No. 3	
Travel Expenditures of Ontario Households For All Trips, Showing Destination and Seasons	33
Graph No. 4	
All Trips, Expenditure By Ontario Households, By Destination and Seasons	34
Graph No. 5	
Number of Vacation Trips and Expenditures By Residents of Ontario, Showing Destinations	42
Graph No. 6	
Number of Vacation Trips and Expenditures By Ontario Households, Showing Destination and Seasons	43
Graph No. 7	
Number of Vacation Trips Generated By Economic Regions, Showing Seasons	44
Graph No. 8	
Primary Reasons For Travel of Ontario Households	46
Graph No. 9	
Number of Persons Per Trip Originating In Ontario	53
Graph No. 10	
Type of Accommodation Used on Trips Originating In Ontario	65
Graph No. 11	
Type of Accommodation Used on Trips Originating In Ontario, Where Overnight Accommodation Was Required	66
Graph No. 12	
Facilities (other than accommodation) Used On Trips Generated By Ontario Households	71
Graph No. 13	
Travel Expenditure on All Types of Trips Originating In Ontario, By Category	79

INTRODUCTION

Purpose

Mr. A. S. Bray, Deputy Minister of the Ontario Department of Tourism and Information authorized the Study so that more would be understood about the travel habits of residents of Ontario, and to gather significant data on their travel patterns throughout the year. So far, very little information of this kind has been available to the tourist industry.

These data were also required for the preparation of a Tourism and Outdoor Recreation Plan for the Province which has already been initiated and will establish guidelines for the development of a system of public outdoor recreation and tourist areas to meet present and future needs of the province's residents and its visitors.

This Study provides an initial, general framework to the understanding of the travel habits of Ontario residents. Owing to its size and complexity it was designed to be comprehensive in nature, to create a picture in broad brush strokes. A detailed in-depth study could not be done on this broad a scope, given present research resources.

The Study provides a useful base of information to those interested in the development of the tourist industry and to those researchers doing further analytical research.

Definitions and Methodology

The study was divided into four three-month segments, or quarters:

1st Quarter – Summer (June 15, 1966 to September 14, 1966)

2nd Quarter – Fall (September 15, 1966 to December 14, 1966)

3rd Quarter – Winter (December 15, 1966 to March 14, 1967)

4th Quarter – Spring (March 15, 1967 to June 14, 1967)

Data for each Quarter was based on a minimum of 1,250 households (family and non-family) or a quarterly representation of 250 households in each of the five Ontario Economic regions (or groups of these regions) into which the province was divided for purposes of the study:

- 1) Northern
- 2) Western
- 3) Metropolitan Horseshoe
- 4) Central
- 5) Eastern

or, altogether 5,000 households for the entire province.

Trips, all of which involved travel of over 25 miles one way, were classified in three types:

- 1) Vacation: Those trips made as part of an annual or extended vacation but not short weekend trips or those made on public holiday weekends.
- 2) Personal: Those trips not part of vacation but made for pleasure and recreation, visits to friends and relatives, and various personal affairs.
- 3) Business: Those trips connected with work or business but excluding daily travel to or from place of residence to place of occupation.

In summary, the only travel categories exempt from the study were daily travel to or from place of residence to place of occupation and all other travel within a radius of 25 miles or less from place of residence.

All data were weighted to take into account differences in household population in the five study regions and therefore, all averages have a weighting factor.

Some Tables add to more than one hundred per cent because of multiple use factors.

ONTARIO:	The Regions Employed In This Study
Metropolitan "Horseshoe" Region	Comprised of the counties of: York, Ontario, Peel, Halton, Wentworth, Brant, Haldimand, Lincoln and Welland.
Western Region	Comprised of the counties of: Norfolk, Wellington, Waterloo, Perth, Oxford, Middlesex, Lambton, Kent, Huron, Essex and Elgin.
Northern Region	Comprised of the districts of: Nipissing, Sudbury, Manitoulin, Algoma, Cochrane, Thunder Bay, Rainy River, Kenora and Temiskaming.
Central Region	Comprised of the counties or districts of: Durham, Northumberland, Prince Edward, Lennox—Addington, Hastings, Peterborough, Victoria, Haliburton, Muskoka, Parry Sound, Simcoe, Dufferin, Grey and Bruce.
Eastern Region	Comprised of the counties of: Renfrew, Frontenac, Lanark, Grenville, Carleton, Russell, Dundas, Stormont, Glengarry, Prescott and Leeds.

Canada—Outside Ontario:

Newfoundland & Labrador.
Prince Edward Island.
New Brunswick.
Nova Scotia.
Quebec.
Manitoba.
Saskatchewan.
Alberta.
British Columbia.
Yukon and North West Territories.

The United States:

New England States	Includes Massachusetts, Connecticut, Maine, New Hampshire, Rhode Island and Vermont.
Mid-Atlantic States	Includes New York, New Jersey and Pennsylvania.
North East Central States	Includes Michigan, Indiana, Illinois, Ohio and Wisconsin.
South Atlantic States	Includes Florida, Delaware, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington (District of Columbia), and West Virginia.
South West Central States	Includes Arkansas, Louisiana, Oklahoma and Texas.
Mountain States	Includes Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming and Arizona
Pacific States	Includes California, Oregon and Washington.
North West Central States	Includes Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.
South East Central States	Includes Alabama, Kentucky, Mississippi and Tennessee.
Other	Alaska and Hawaii.

Destinations Other Than Canada and The United States:

British Isles & Ireland	Includes Great Britain, Scotland, Wales, Northern Ireland, Eire, The Hebrides and The Channel Islands.
Low Countries	Includes Holland, Belgium and Luxembourg.
Scandinavia	Includes Sweden, Norway, Denmark and Finland.
Other Western Europe	Includes Monaco, Gibraltar.
Italy	Includes Sicily and Sardinia.
Eastern Europe	Includes Turkey, Albania, East Germany, Romania, Czechoslovakia, Hungary, Poland and Greece.
Russia	Includes the Ukraine and all of the U.S.S.R.
Asia	The entire continent, less the U.S.S.R.
Africa	The entire continent.
South America	The entire continent.
Caribbean	Includes Cuba, Haiti, The Dominican Republic, Puerto Rico, The West Indies Group, The Bahamas and Bermuda and all of Central America.
Mexico	



REGIONS VACATION AREAS

- 1 Kent Ebert
- 2 Lambton-Sarnia
- 3 Central Erie
- 4 Mid-Western
- 5 Niagara-Iniquosa
- 6 Metropolitan
- 7 Huron-Lake Simcoe
- 8 Kawartha Lakes
- 9 Great Pine Ridge
- 10 Bay of Quinte
- 11 Hastings & Land O'Lakes
- 12 Rideau Lakes-1000 Islands
- 13 Seaway Valley
- 14 Lower Ottawa Valley
- 15 Upper Ottawa Valley
- 16 Madawaska Valley
- 17 Highlands of Haliburton
- 18 Muskoka
- 19 Grey-Bruce
- 20 Parry Sound
- 21 Algonquin Park
- 22 Sudbury
- 23 Manitoulin
- 24 Algoma
- 25 Golden Route-101
- 26 James Bay Frontier
- 27 Timiskaming
- 28 Upper Lake Superior
- 29 Rainy River
- 30 Lake of the Woods
- 31 Patricia

ONTARIO COMBINED ECONOMIC REGIONS

1. METRO (Horseshoe)
2. WESTERN
3. NORTHERN
4. CENTRAL
5. EASTERN

Ontario Vacation Areas	
1	Kent Ebert
2	Lambton-Sarnia
3	Central Erie
4	Mid-Western
5	Niagara-Iniquosa
6	Metropolitan
7	Huron-Lake Simcoe
8	Kawartha Lakes
9	Great Pine Ridge
10	Bay of Quinte
11	Hastings & Land O'Lakes
12	Rideau Lakes-1000 Islands
13	Seaway Valley
14	Lower Ottawa Valley
15	Upper Ottawa Valley
16	Madawaska Valley
17	Highlands of Haliburton
18	Muskoka
19	Grey-Bruce
20	Parry Sound
21	Algonquin Park
22	Sudbury
23	Manitoulin
24	Algoma
25	Golden Route-101
26	James Bay Frontier
27	Timiskaming
28	Upper Lake Superior
29	Rainy River
30	Lake of the Woods
31	Patricia

Sample Design

1. The study was based on a known probability sample (four stage) of all households in Ontario.
2. Since it was desirable that each economic region, or group of regions, be tabulated on a minimum quarterly total of 250 households, a disproportionate sample in relation to the true number of households in each economic region was developed.
3. Past experience indicated that approximately 500 households must be contacted in each economic region or group of regions in order to yield 250 households whose completed diaries would be usable.
4. Thus each economic region or group of regions was divided into 25 cells in each of which 20 households were contacted.
5. The population (number of households) of each county or district within each economic region was stratified into the following:
 - i) Census Metropolitan Areas
 - ii) Major Urban Areas
 - iii) Cities, Towns, and Villages, having a population of over 1,000 persons
 - iv) The rural balance of each County or District
6. The 25 sampling cells were then distributed in proportion to the population of each municipality or organized census area falling into the above groups. Thus both urban and rural households were represented proportionately.
7. Within each cell every "nth" household commencing from a randomly selected starting point was contacted. Special instructions were developed to deal with multi-family dwellings.
8. An entirely new sample was chosen for each quarterly study.

Questionnaire Design

1. The primary recording device was a "travelog" — a dated, three-month Diary (having a capacity of ten trips) which solicited information on trips taken by the household during the period of study. The trip record pages were prefaced by instructions, an example of how to complete the pages, and a letter from the Honourable James Auld, Minister of Tourism and Information. This letter proved most helpful in soliciting respondent co-operation. Information sought included date of trip, type of trip, data on specific household or other persons on each trip, their expenditure, destination, type of accommodation used, mode of travel, and so on. The travelog also provided for recording ownership of certain household possessions and subscription to specific newspapers and magazines. Respondents were invited to comment on any aspect of trips they had taken.

In the event the household had taken more than ten trips during the three-month period, a stamped, self-addressed postcard was supplied with each travelog which could be used to order another. Although respondents filled out data in the travelogs themselves, recording instructions were given by the fieldworker at the time of placement, and any entries to date were reviewed. The Diary was personally reclaimed by the interviewer at the end of each Quarter.
2. Basic household classification data, including composition of the family, family income, car ownership, main language spoken: and occupation, education and ethnic origin of the head of household was also obtained by the fieldworker and recorded on a separate questionnaire (See Appendix 2).
3. A third questionnaire (Appendix 3) was developed to determine certain household expenditures made during the twelve-month period previous to commencement of the survey, and to allocate some items, which, although related to travel, could not be associated with any one particular trip. These were administered by the fieldworker when the Fourth Quarter Travelog was reclaimed.

**A SUMMARY OF SELECTED TRAVEL CHARACTERISTICS
OF TRIPS GENERATED BY ONTARIO HOUSEHOLDS,
JUNE 15, 1966 TO JUNE 14, 1967.**

Purpose:	NUMBER OF TRIPS				
	Visiting Friends, Relatives, and on Personal/Family Affairs	Outdoor Activities and Recreation	Other	Total	Per cent
Business	-----	---	---	1,961,719	12.50%
Vacation	1,250,446	1,070,045	150,745	2,471,236	15.75
Personal	6,563,232	2,825,680	1,868,776	11,257,688	71.75
Total				15,690,643	100.00%

Destination

	<u>No. of Trips</u>	<u>Per Cent</u>
Ontario.	13,429,045	85.59%
Rest of Canada	1,014,862	6.47
U. S. A.	1,142,363	7.28
Western Europe	55,270	0.35
Caribbean and Mexico	36,688	0.23
Middle East and Far East	12,415	0.08
Total	15,690,643	100.00%

Size of Party

	<u>Vacation Trips</u>	<u>Personal Trips</u>	<u>Business Trips</u>
One Person	12.1%	9.4%	44.2%
Two Persons	27.0	32.1	30.1
Three Persons	12.8	16.7	10.2
Four Persons	20.9	19.0	7.8
Five or More Persons	27.0	22.5	7.4
Did not state	0.2	0.3	0.3
	100.0%	100.0%	100.0%

Duration of Trip

One Day or Less	21.5%	65.2%	57.5%
One Night	6.7	13.3	14.4
2 to 3 Nights	21.4	16.8	16.3
4 to 9 Nights	27.6	3.3	8.5
10 or more Nights	21.2	0.8	2.6
Did not state	1.6	0.6	0.7
	100.0%	100.0%	100.0%

Mode of Transportation

Automobile	86.9%	92.8%	85.6%
Bus	6.4	4.1	2.8
Train	5.1	2.1	4.9
Commercial Airlines	6.3	0.9	11.2
Ship or Boat	2.2	0.6	0.2
Did not state	1.5	1.4	1.7
	108.4%	101.9%	106.4%

SUMMARY OF SELECTED TRAVEL CHARACTERISTICS -- Continued

	Vacation Trips	Personal Trips	Business Trips
<u>Average Expenditure Per Trip</u>	\$167.56	\$28.94	\$65.73
<u>Average Expenditure Per Trip, Per Person, Per Day</u>	\$7.48	\$7.09	\$17.39
<u>Destination</u>	<u>Average Expenditure Per Trip</u>		
Ontario	\$ 32.46		
Canada (outside of Ontario)	146.10		
United States	135.94		
Western Europe	1,390.81		
Caribbean and Mexico	910.00		
Middle East and Far East	1,539.45*		
<u>Average Number of Persons on Trip</u>	<u>3.5</u>	3.4	2.1
<u>Average Number of Days on Trip</u>	<u>6.4</u>	1.2	1.8
<u>Average Number of Trips Per Household -- all categories:</u>			8.4
<u>Average Milage Per Trip By Passenger Car</u>	464	177	229
<u>Average Milage Per Trip By Passenger Car -- all trip categories:</u>			224
<u>Average Annual Expenditure On Travel Per Household in Ontario</u>			\$462 (approx)
(Direct disbursements on trips only: such items as amortization of cars, boats, cottages and similar items not included)			
<u>Average Expenditure on Recreation Equipment (Sept./65-Sept./66)</u>			\$593 (approx)
(Expenditures on items related to travel)			
<u>Average Annual Income Per Family</u>			\$7,410 (Real dollars)
(Pertains to Households Taking one or more trips)			
<u>Travel Expenditure In Per Cent of Average Annual Family Income</u>			6.23%
(Direct Disbursements only -- excluding recreation equipment)			

*To be used with caution due to limited size of sample.

Note: All averages in the Report are weighted.

CHAPTER ONE

NUMBER, ORIGIN, DESTINATION AND EXPENDITURES OF TRIPS MADE BY ONTARIO HOUSEHOLDS JUNE 15, 1966 TO JUNE 14, 1967

Number of Trips

Table No. I of this report shows that an average of 8.35 trips per household were made by Ontario residents from June 15, 1966 to June 14, 1967.

Breakdown of the average number of trips per household, by season of the year, was as follows:

Season	Average Number of Trips per Household
Summer	3.11
Fall	2.07
Winter	1.46
Spring	1.72

The Dominion Bureau of Statistics' preliminary estimate stated that there were 1,878,444 households in Ontario in 1966. By multiplying the average number of trips per household by the number of households in each economic region, we arrived at a total estimated number of trips generated by Ontario households during the period June 15, 1966 to June 14, 1967, as shown in Table No. II:-

$$8.353 \times 1,878,444 = 15,690,643$$

A report* published by the Ontario Department of Tourism and Information stated that the average number of trips per Metropolitan Toronto household during the period April, 1964 to April, 1965 was 12.34, and the total number of trips by Metropolitan Toronto households during that period was 6.6 million. Metropolitan Toronto households were the prime generators of travel, totalling approximately 43 per cent of all trips made by all Ontario households.

Note: (*) *"An Analysis of Travel Habits and Expenditures of Metropolitan Toronto Households"*, March, 1966, p.13

ORIGIN AND DESTINATION

Table III shows the final destination of all trip types generated by Ontario households during the period of study classified as follows:

Vacation Trips
Personal Trips
Business Trips.

Table IV shows expenditures by destination and trip type. These data were also summarized and illustrated in Graph No. 1, and in the following Table:

All Trips—Ontario Households		
Destination	Total No. of Trips in per cent	Total Expenditure on all trips in per cent
Ontario	85.59%	50.17%
Canada (outside Ontario)	6.47%	17.07%
United States	7.28%	17.87%
Western Europe	0.35%	8.85%
All other destinations	0.31%	6.04%

Table VII indicates the Ontario destinations by Vacation Area, of all trips originating in each of the five combined Ontario Economic Regions used for the study.

The main characteristic noted of origin and destination on all trips taken by Ontarians within their home province was that in each case, the final destination of the majority was within their region of origin.

The second most significant factor noted was that the Metropolitan Vacation Area (Toronto) was the common destination of a sizeable portion of all trips, having received the highest number of all trips originating in Central Ontario, and the third highest number of those originating in Western Ontario.

The Metropolitan Horseshoe Region (taking in the Metropolitan and Niagara Economic Regions for purposes of this study)* generated 6.1 million trips with destinations in the province of Ontario. The highest incidence of trips from this Region to Vacation Area destinations in Ontario were as follows:

To Vacation Area:	From Metropolitan Horseshoe Region — All Trip Types —
Metropolitan	1st
Niagara-Iroquoia	2nd
Huronia - Lake Simcoe	3rd
Mid-Western	4th

The Western Region (which includes the Lake Erie, Lake St. Clair and Upper Grand River Economic Regions) generated 3.3 million trips to all Ontario Vacation Areas. The order of highest incidence of visits from this Region was:

To Vacation Area:	From Western Region — All Trip Types —
Central Erie	1st
Mid-Western	2nd
Metropolitan	3rd
Kent - Essex	4th

Note: (*) See Map showing the Five Economic Regions (and corresponding sub-groups of Economic Regions) and the Thirty-Two Ontario Vacation Areas, page 11 .

The Northern Region (including the Northeastern and Northwestern Economic Regions) generated 1.1 million trips to all Ontario Vacation Areas. Order of highest incidence of visits in this case was:

To Vacation Area:	From Northern Region – All Trip Types –
Algoma	1st
Upper Lake Superior	2nd
Sudbury	3rd
Golden Route – 101	4th

The Central Region (Lake Ontario and Georgian Bay Economic Regions) generated 1.8 million trips to all Ontario Vacation Area destinations. Order of the highest incidence of visits from Central Region was as follows:

To Vacation Area:	From Central Region – All Trip Types –
Metropolitan	1st
Kawartha Lakes	2nd
Bay of Quinte	3rd
Huronian – Lake Simcoe	4th

The Eastern Region (Eastern Ontario Economic Region) generated 1.1 million trips to Ontario Vacation Areas. Order of the highest incidence of visits from this Region was as follows:

To Vacation Area:	From Eastern Region – All Trip Types –
Lower Ottawa Valley (Ottawa)	1st
Seaway Valley	2nd
Rideau Lakes – 1000 Islands	3rd
Upper Ottawa Valley	4th

It is not surprising that the Metropolitan Vacation Area was the destination of 19.67 per cent of all trips originating in Ontario households during the study period.

Percentage of trips originating in Ontario households, by destination in Vacation Area, were as follows:

Destination by Ontario Vacation Area	All Trips in per cent
Metropolitan	19.7%
Niagara – Iroquoia	12.7
Mid-Western	8.7
Central Erie	8.6
Huronian – Lake Simcoe	6.2
Kawartha Lakes	4.8
Grey – Bruce	4.3
Lower Ottawa Valley	3.8
Kent – Essex	3.6
Muskoka	3.2%

EXPENDITURE

Table VIII shows the average expenditure per trip, by area of destination, of all trips originating in Ontario households from June 15, 1966 to June 14, 1967, as summarized below:

Destination — all Trips	Average Expenditure per Trip
Ontario	\$ 32.46
Canada (outside of Ontario)	146.10
United States	135.94
Europe	1,390.81
Middle and Far East	1,539.45
Caribbean and Mexico	\$ 910.00
Average Expenditure — all Destinations	\$55.37

As previously mentioned, approximately 15,690,643 trips were taken by Ontario households during the study period. By multiplying the average expenditure per trip by the number of trips, a total estimated expenditure of approximately \$868.8 million was obtained:

$$\$55.37 \times 15,690,643 = \$868,795,060 \text{ Approx.}$$

The total estimated expenditure for all trips, by destination and percent of expenditure, was as follows: (See Table IV)

Destination	Total Expenditure — all Trips	Total Expenditure — all Trips in per cent
Ontario	\$435.8 Millions	50.17%
Canada (outside of Ontario)	148.3 Millions	17.07
United States	155.3 Millions	17.87
Total (outside North America)	129.4 Millions	14.89
Total Expenditure — All Destinations	\$868.8 Millions	100.00%

Note: The expenditures shown in Table IV cannot be allocated in their entirety to the final destinations indicated. One can only state that the trips *as a whole* cost the amounts shown. For example, the expenditure allocated to Ontario as a whole is representative, whereas the amounts pertaining to individual vacation areas within the province are not, although one could safely assume that the bulk of spending in each vacation area would apply to that area.

These figures are largely in agreement with data obtained from the Dominion Bureau of Statistics* the greatest variation being in the total number of trips taken, which could be due to the fact that in this study only trips of 25 miles or more were considered, whereas D.B.S. figures include all trips, e.g. commuters at border crossings at Sault Ste. Marie, Windsor, Niagara Falls, 1,000 Islands, and so on.

Note: (*) "Travel Between Canada and Other Countries, 1965", Cat. No. 66-201, Annual, Dominion Bureau of Statistics

Note: The Travel Research Branch of the Ontario Department of Tourism and Information has requested that the Dominion Bureau of Statistics produce in future, a publication similar to Cat. No. 66-201, "Travel Between Canada and Other Countries" which will exclusively cover data on travel between Ontario, the rest of Canada, and other countries. It is expected initial data will be available for the year 1968, and that it will provide a significant base for all development and marketing studies, as well as a more conclusive check on the validity of data on foreign travel which has so far, been unavailable.

Graph No. 3 shows travel expenditures made by Ontario households on all trip types, by destination, and by season, and in greater detail:

Destination	Total Expenditure All Trips
Ontario (excluding Metropolitan Vacation Area)	\$328.0 Millions
Metropolitan Vacation Area	107.8 Millions
All Ontario	435.8 Millions
United States	155.3 Millions
Canada (outside of Ontario)	148.3 Millions
Western Europe	76.9 Millions
Middle East	19.1 Millions
Caribbean and Mexico	\$33.4 Millions

The highest expenditures were made on trips taken during the summer. From Table VI all travel expenditures, by season, were as follows:

Season	Total Expenditure	Total Expenditure in per cent
Summer	\$438.4 Millions	50.46%
Fall	159.7 Millions	18.38
Winter	116.0 Millions	13.35
Spring	154.7 Millions	17.81
Total — All Seasons	\$868.8 Millions	100.00%

Of course, the amount of travel expenditure varied with each season. Expenditure on all trips taken during the winter was only 13.35 per cent of the total amount spent during the year. Some 27.0 per cent of all winter trip expenditures was spent in trips with destinations in the United States.

Ontario residents spent proportionately more in the United States than in other destinations during the winter months.

These aspects are illustrated in detail in Graphs Nos. 4 and 5.

Table VI refers to total expenditures on all trip types *:

Trip Type	Expenditure	Per cent
Vacation	\$ 414.1 Millions	47.66%
Personal	\$ 325.8 Millions	37.50%
Business	\$ 128.9 Millions	14.84%

Note: (*) *"Analysis of Travel Habits and Expenditures of Metropolitan Toronto Households"*, Department of Tourism and Information, 1966, page 18, showed that approximately 35 per cent of all travel expenditure made by Metropolitan Toronto households was spent on business trips, indicating the high amount of expenditure generated by this type of trip in large commercial communities such as Metro Toronto.

Average expenditure in each of the three trip types was calculated and found to be:

Trip Type	Average Expenditure per Trip
Vacation	\$167.56
Personal	28.94
Business	65.73
Average expenditure – All Types per Trip:	\$ 55.37

More than half of all tourist dollars expended (\$414 millions) on vacation trips by Ontario households during the study period were spent on summer vacation trips (\$252 millions). (See Table VI) Vacation trips taken during the summer generate the highest absolute spending on travel throughout the year.

TABLE I

NUMBER OF TRIPS MADE BY ONTARIO HOUSEHOLDS, BY SEASON

JUNE 15, 1966 TO JUNE 14, 1967

	Summer	Fall	Winter	Spring	All Year
	June 15, 1966 -Sept. 14, 1966	Sept. 15, 1966 -Dec. 14, 1966	Dec. 15, 1966 -Mar. 14, 1967	Mar. 15, 1967 -June 14, 1967	Total
Number of Ontario Households, 1966	1,878,444	1,878,444	1,878,444	1,878,444	1,878,444
Average number of trips per household	3.105	2.066	1.459	1.723	8.353
Total Number of Trips	5,832,569	3,880,865	2,740,650	3,236,559	15,690,643

Note: A trip is considered to be any trip of more than 25 miles in one direction, but excluding any daily trip of any distance to or from place of residence to place of occupation.

TABLE II

NUMBER OF TRIPS MADE BY ONTARIO HOUSEHOLDS

BY ECONOMIC REGION

JUNE 15, 1966 TO JUNE 14, 1967

Region	Number of Households	Number of Trips per Household	Total Number of Trips
Metropolitan Horseshoe	915,366	7.95	7,277,321
Western	376,440	9.80	3,687,301
Northern	179,579	6.70	1,203,472
Central	186,717	9.94	1,856,203
Eastern	220,342	7.56	1,666,346
Total	1,878,444	8.35	15,690,643

TABLE III

DESTINATIONS OF ALL TRIPS BY RESIDENTS OF ONTARIO

JUNE 15, 1966 TO JUNE 14, 1967

Destination	Vacation Trips	Personal Trips	Business Trips	Total No. of Trips	All Trips in per cent
<u>Ontario Vacation Areas</u>					
1. Kent-Essex	27,589	386,334	69,521	483,444	3.08%
2. Lambton-Sarnia	24,884	224,173	24,155	273,212	1.74
3. Central Erie	115,890	855,355	186,584	1,157,829	7.38
4. Mid-Western	91,052	929,875	148,196	1,169,123	7.45
5. Niagara-Iroquoia	152,288	1,371,649	181,733	1,705,670	10.87
6. Metropolitan	177,909	2,027,437	435,570	2,640,916	16.83
7. Huronia-Lake Simcoe	149,052	648,481	39,435	836,968	5.33
8. Kawartha Lakes	86,488	519,117	41,115	646,720	4.12
9. Great Pine Ridge	10,811	228,351	15,112	254,274	1.62
10. Bay of Quinte	41,773	189,309	36,466	267,548	1.71
11. Hastings-Land O'Lakes	21,317	48,637	2,994	72,948	0.46
12. Rideau Lakes-1000 Islands	46,626	264,093	43,997	354,716	2.26
13. Seaway Valley	24,616	141,289	25,839	191,744	1.22
14. Lower Ottawa Valley	49,270	390,923	74,374	514,567	3.28
15. Upper Ottawa Valley	46,646	147,412	36,768	230,826	1.46
16. Madawaska Valley	23,087	60,494	—	83,581	0.53
17. Haliburton	32,339	114,493	—	146,832	0.94
18. Muskoka	119,943	286,953	24,319	431,215	2.75
19. Grey-Bruce	131,177	377,412	63,566	572,155	3.65
20. Parry Sound	27,925	102,195	2,994	133,114	0.85
21. Algonquin Park	38,727	30,297	6,024	75,048	0.48
22. Nipissing	30,858	98,962	16,784	146,604	0.93
23. Sudbury	40,005	115,865	15,228	171,098	1.09
24. Manitoulin	20,077	6,230	—	26,307	0.17
25. Algoma	32,386	291,206	39,754	363,346	2.32
26. Golden Route - 101	18,273	83,600	18,117	119,990	0.76
27. Temiskaming	18,400	70,108	7,591	96,099	0.61
28. James Bay Frontier	7,639	9,188	7,588	24,415	0.16
29. Thunder Bay	33,732	145,210	22,621	201,563	1.29
30. Rainy River	6,186	6,292	—	12,478	0.08
31. Lake of the Woods	1,559	6,230	4,509	12,298	0.08
32. Patricia	—	7,822	4,575	12,397	0.08
TOTAL ONTARIO	1,648,524 (10.51%)	10,184,992 (64.91%)	1,595,529 (10.17%)	13,429,045	(85.59%)
<u>Canada — Outside Ontario</u>					
Newfoundland and Labrador	3,058	—	3,101	6,159	0.04
Prince Edward Island	18,755	4,569	1,500	24,824	0.16
New Brunswick	7,815	3,072	1,500	12,387	0.08
Nova Scotia	20,296	3,165	7,483	30,944	0.20
Quebec	207,719	417,114	139,535	764,368	4.87
Manitoba	29,334	20,111	7,592	57,037	0.36
Saskatchewan	12,450	6,053	7,695	26,198	0.17
Alberta	17,136	4,747	10,641	32,524	0.21
British Columbia	43,384	6,341	10,696	60,421	0.38
TOTAL CANADA — OUTSIDE ONTARIO	359,947 (2.30%)	465,172 (2.96%)	189,743 (1.21%)	1,014,862	(6.47%)

TABLE III (Cont'd.)

DESTINATIONS OF ALL TRIPS BY RESIDENTS OF ONTARIO

JUNE 15, 1966 TO JUNE 14, 1967

Destination	Vacation Trips	Personal Trips	Business Trips	Total No. of Trips	All Trips in per cent
<u>United States</u>					
Massachusetts	13,950	6,100	7,624	27,674	0.18
Other New England	25,059	7,561	1,506	34,126	0.22
New York State	111,135	304,341	40,892	456,368	2.90
Other Mid-Atlantic	13,926	9,164	6,120	29,210	0.19
Michigan	65,182	193,022	28,835	287,039	1.83
Other North East Central	20,083	30,305	37,960	88,348	0.56
Florida	45,720	10,534	—	56,254	0.36
Other South Atlantic	32,218	16,763	16,613	65,594	0.42
South West Central	6,033	3,026	16,740	25,799	0.16
Mountain States	4,591	—	3,008	7,599	0.05
California	6,106	3,004	—	9,110	0.06
Other Pacific	4,690	—	3,008	7,698	0.05
North West Central	15,463	18,226	4,571	38,260	0.24
South East Central	4,690	—	—	4,690	0.03
Alaska and Hawaii	4,594	—	—	4,594	0.03
TOTAL U.S.A.	373,440	602,046	166,877	1,142,363	
	(2.38%)	(3.84%)	(1.06%)		(7.28%)
<u>Outside Continental North America</u>					
Western Europe	41,805	5,478	7,987	55,270	0.35
Middle East	10,832	—	1,583	12,415	0.08
Caribbean and Mexico	36,688	—	—	36,688	0.23
TOTAL — OUTSIDE CONTINENTAL NORTH AMERICA	89,325	5,478	9,570	104,373	
	(0.57%)	(0.03%)	(0.06%)		(0.66%)
GRAND TOTAL	2,471,236	11,257,688	1,961,719	15,690,643	
	(15.75%)	(71.75%)	(12.50%)		(100.00%)

TABLE IV

EXPENDITURES MADE BY RESIDENTS OF ONTARIO FOR TRIPS

TO DESTINATIONS SHOWN

JUNE 15, 1966 TO JUNE 14, 1967

Destinations	Vacation Trips	Personal Trips	Business Trips	Total Amount All Trips	Total in per cent
<u>Ontario Vacation Areas</u>					
1. Kent-Essex	\$ 1,094,608	\$ 6,985,082	\$ 1,460,203	\$ 9,539,893	1.10%
2. Lambton-Sarnia	2,748,860	3,384,708	136,424	6,269,992	0.72
3. Central Erie	4,229,764	13,587,470	5,274,037	23,091,271	2.66
4. Mid-Western	5,977,614	15,185,060	2,823,886	23,986,560	2.76
5. Niagara-Iroquoia	6,452,280	23,556,507	6,471,662	36,480,449	4.21
6. Metropolitan	10,805,729	75,070,699	21,957,702	107,834,130	12.42
7. Huronia-Lake Simcoe	9,293,745	20,590,353	1,014,818	30,898,916	3.56
8. Kawartha Lakes	7,174,562	10,321,495	3,463,860	20,959,917	2.41
9. Great Pine Ridge	258,480	17,070,391	175,080	17,503,951	2.01
10. Bay of Quinte	2,076,916	3,026,068	575,840	5,678,824	0.65
11. Hastings-Land O'Lakes	1,381,835	791,392	163,068	2,336,295	0.27
12. Rideau Lakes-1000 Islands	3,006,423	7,217,115	1,421,246	11,644,784	1.34
13. Seaway Valley	1,626,385	2,591,040	1,137,879	5,355,304	0.62
14. Lower Ottawa Valley	3,155,090	13,487,120	3,699,938	20,342,148	2.34
15. Upper Ottawa Valley	3,119,242	3,725,265	826,964	7,671,471	0.88
16. Madawaska Valley	1,969,807	1,259,024	—	3,228,831	0.37
17. Haliburton	4,928,503	2,923,703	—	7,852,206	0.90
18. Muskoka	11,187,126	5,468,669	685,029	17,340,824	1.99
19. Grey-Bruce	9,910,071	8,200,663	1,333,496	19,444,230	2.24
20. Parry Sound	2,335,260	3,113,961	225,904	5,675,125	0.65
21. Algonquin Park	2,112,780	1,669,662	66,264	3,848,706	0.44
22. Nipissing	2,997,956	5,253,959	1,414,704	9,666,619	1.11
23. Sudbury	2,722,566	3,770,890	422,348	6,915,804	0.80
24. Manitoulin	1,657,612	208,354	—	1,865,966	0.21
25. Algoma	1,802,599	7,147,014	1,322,908	10,272,521	1.18
26. Golden Route - 101	3,594,221	1,400,463	871,613	5,866,297	0.68
27. Temiskaming	1,612,591	1,091,637	222,432	2,926,660	0.34
28. James Bay Frontier	1,152,471	198,866	304,500	1,655,837	0.19
29. Thunder Bay	2,782,024	3,432,410	1,259,973	7,474,407	0.86
30. Rainy River	1,099,252	89,434	—	1,188,686	0.14
31. Lake of the Woods	28,062	330,514	232,951	591,527	0.07
32. Patricia	—	135,556	308,650	444,206	0.05
TOTAL ONTARIO	\$114,294,434	\$262,284,544	\$ 59,273,379	\$435,852,357	(50.17%)
	(26.22%)	(60.18%)	(13.60%)	(100.00%)	
<u>Canada - Outside Ontario</u>					
Newfoundland and Labrador	612,689	—	4,846,863	5,459,552	
Prince Edward Island	7,595,775	323,048	180,000	8,098,823	
New Brunswick	820,575	107,612	112,500	1,040,687	
Nova Scotia	6,697,680	183,570	836,773	7,718,023	
Quebec	28,609,051	20,433,930	13,419,796	62,462,777	
Manitoba	8,557,457	1,807,689	1,067,159	11,432,305	
Saskatchewan	3,287,151	760,067	2,296,815	6,344,033	
Alberta	9,371,081	242,097	3,375,873	12,989,051	
British Columbia	22,087,448	1,946,687	8,695,976	32,730,111	
TOTAL CANADA - OUTSIDE ONTARIO	\$ 87,638,907	\$ 25,804,700	\$ 34,831,755	\$148,275,362	(17.07%)
	(59.11%)	(17.40%)	(23.49%)	(100.00%)	

TABLE IV (Cont'd.)

EXPENDITURES MADE BY RESIDENTS OF ONTARIO FOR TRIPS

TO DESTINATIONS SHOWN

JUNE 15, 1966 TO JUNE 14, 1967

Destinations	Vacation Trips	Personal Trips	Business Trips	Total Amount All Trips	Total in per cent
<u>United States</u>					
Massachusetts	\$ 3,117,336	\$ 779,179	\$ 1,461,582	\$ 5,358,097	
Other New England	5,588,157	338,939	260,538	6,187,634	
New York State	12,685,424	10,095,736	3,530,053	26,311,213	
Other Mid-Atlantic	1,169,999	812,360	1,056,346	3,038,705	
Michigan	5,095,736	7,076,418	1,154,923	13,327,077	
Other North East Central	2,825,324	2,226,780	7,998,310	13,050,414	
Florida	26,610,474	4,109,578	—	30,720,052	
Other South Atlantic	10,699,483	2,020,642	3,833,541	16,553,666	
South West Central	4,382,242	108,936	5,966,027	10,457,205	
Mountain States	6,350,610	—	458,280	6,808,890	
California	2,436,077	1,722,519	—	4,158,596	
Other Pacific	1,763,440	—	792,937	2,556,377	
North West Central	2,596,692	2,752,323	1,805,350	7,154,365	
South East Central	529,970	—	—	529,970	
Alaska and Hawaii	9,086,372	—	—	9,086,372	
TOTAL U.S.A.	\$ 94,937,336 (61.14%)	\$ 32,043,410 (20.63%)	\$ 28,317,887 (18.23%)	\$155,298,633 (100.00%)	(17.87%)
<u>Outside Continental North America</u>					
Western Europe	66,230,865	5,641,995	4,997,177	76,870,037	8.85%
Middle East	17,595,768	—	1,516,514	19,112,282	2.20
Caribbean and Mexico	33,386,389	—	—	33,386,389	3.84
TOTAL – OUTSIDE CONTINENTAL NORTH AMERICA	\$117,213,022 (90.60%)	\$ 5,641,995 (4.36%)	\$ 6,513,691 (5.04%)	\$129,368,708 (100.00%)	(14.89%)
GRAND TOTAL	\$414,083,699 (47.66%)	\$325,774,649 (37.50%)	\$128,936,712 (14.84%)	\$868,795,060 (100.00%)	(100.00%)

TABLE V

DESTINATION OF TRIPS MADE BY ONTARIO HOUSEHOLDS

JUNE 15, 1966 TO JUNE 14, 1967

	June 15 - September 14, 1966					September 15 - December 14, 1966					December 15, 1966 - March 14, 1967					March 15 - June 14, 1967					GRAND TOTAL			
	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES
Total Ontario	1,198,989	3,384,476	347,155	4,930,620	<u>84.54%</u>	190,950	2,791,316	449,684	3,431,950	<u>88.44%</u>	96,822	1,912,667	393,732	2,403,221	87.69%	161,763	2,096,533	404,958	2,663,254	82.29%	1,648,524	10,194,992	1,595,529	13,429,045
Percentage	7.64%	21.58%	2.21% =	31.43%		1.22%	17.78%	2.87% =	21.87%		0.62%	12.19%	2.51% =	15.32%		1.03%	13.36%	2.58% =	16.97%		10.51%	64.91%	10.17% =	85.59%
Total Canada - Outside Ontario	226,514	117,211	72,791	416,516	<u>7.14%</u>	28,656	98,481	46,446	173,583	<u>4.47%</u>	22,627	90,979	30,114	143,720	5.24%	82,150	158,501	40,392	281,043	8.68%	359,947	465,172	189,743	1,014,862
Percentage	1.44%	0.75%	0.46% =	2.65%		0.18%	0.63%	0.30% =	1.11%		0.15%	0.58%	0.19% =	0.92%		0.52%	1.01%	0.26% =	1.79%		2.30%	2.96%	1.21% =	6.47%
Total U.S.A.	233,326	161,166	43,394	437,886	<u>7.51%</u>	48,495	184,652	26,918	260,065	<u>6.70%</u>	40,869	112,136	25,620	178,625	<u>6.52%</u>	50,750	144,092	70,945	265,787	<u>8.21%</u>	373,440	602,046	166,877	1,142,363
Percentage	1.48%	1.03%	0.28% =	2.79%		0.31%	1.18%	0.17% =	1.66%		0.26%	0.72%	0.16% =	1.14%		0.32%	0.92%	0.45% =	1.69%		2.38%	3.84%	1.06% =	7.28%
Total Outside Continental North America	44,281	-	3,266	47,547	<u>0.81%</u>	7,440	3,077	4,750	15,267	<u>0.39%</u>	15,084	-	-	15,084	<u>0.55%</u>	22,520	2,401	1,554	26,475	<u>0.82%</u>	89,325	5,478	9,570	104,373
Percentage	0.28%	-	0.02% =	0.30%		0.05%	0.02%	0.03% =	0.10%		0.09%	-	- =	0.09%		0.14%	0.02%	0.01% =	0.17%		0.57%	0.03%	0.06% =	0.66%
GRAND TOTAL	1,703,110	3,662,853	466,606	5,832,569	<u>100.00%</u>	275,541	3,077,526	527,718	3,880,865	<u>100.00%</u>	175,402	2,115,762	449,466	2,740,630	<u>100.00%</u>	317,433	2,341,527	517,849	3,276,819	<u>100.00%</u>	2,447,236	11,256,644	1,861,719	15,465,643
PERCENTAGE	10.85%	23.35%	2.97% =	37.17%		1.76%	19.61%	3.36% =	24.73%		1.12%	13.48%	2.87% =	17.47%		2.02%	15.31%	3.30% =	20.63%		15.75%	71.75%	12.50% =	100.00%

TABLE VI

TRIP EXPENDITURE BY DESTINATION - ONTARIO RESIDENTS

JUNE 15, 1966 TO JUNE 14, 1967

DESTINATION	June 15 - September 14, 1966					September 15 - December 14, 1966					December 15, 1966 - March 14, 1967					March 15 - June 14, 1967					GRAND TOTAL				
	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT	VACATION	PERSONAL	BUSINESS	TOTAL - ALL TRIP CATEGORIES	PER CENT
Total Overseas	\$ 1,127,436	\$ 1,127,436	\$ 19,683,654	\$ 226,491,975	5.66%	\$ 14,247,745	\$ 63,279,400	\$ 16,034,518	\$ 93,561,663	9.58%	\$ 5,402,182	\$ 19,300,736	\$ 13,164,147	\$ 37,866,665	49.88%	\$ 7,956,669	\$ 19,582,323	\$ 10,391,062	\$ 37,930,054	37.45%	\$ 114,294,434	\$ 262,284,544	\$ 59,273,379	\$ 435,852,357	90.11%
Percentage	19.89%	27.55%	4.52% =	51.96%		3.27%	14.52%	3.68% =	21.47%		1.24%	9.02%	3.02% =	13.28%		1.83%	9.08%	2.38% =	13.29%		26.22%	60.18%	13.60% =	100.00%	
Total Canada - Excludes Ontario	\$ 6,624,635	\$ 6,624,635	\$ 20,116,773	\$ 89,596,873	20.44%	\$ 8,036,673	\$ 4,829,838	\$ 8,201,324	\$ 21,067,835	13.19%	\$ 6,622,198	\$ 6,710,065	\$ 2,168,774	\$ 15,499,537	10.71%	\$ 12,316,000	\$ 8,928,893	\$ 4,345,424	\$ 25,590,317	16.28%	\$ 87,638,907	\$ 25,804,730	\$ 14,831,755	\$ 128,275,392	12.07%
Percentage	40.91%	5.95%	13.56% =	60.42%		5.42%	3.26%	5.53% =	14.21%		4.47%	2.45%	1.46% =	8.38%		8.31%	5.75%	2.93% =	16.99%		59.11%	17.40%	23.49% =	100.00%	
Total U.S.A.	\$ 10,936,464	\$ 1,285,893	\$ 7,847,056	\$ 55,069,513	12.79%	\$ 7,105,204	\$ 9,571,070	\$ 4,347,143	\$ 21,023,417	9.43%	\$ 21,361,271	\$ 5,581,704	\$ 4,376,595	\$ 31,269,570	26.96%	\$ 5,534,296	\$ 9,634,743	\$ 11,797,093	\$ 26,936,132	23.86%	\$ 94,937,336	\$ 12,043,410	\$ 28,317,867	\$ 135,298,613	17.87%
Percentage	26.36%	4.69%	5.05% =	36.10%		11.02%	6.16%	2.80% =	19.98%		13.75%	3.60%	2.79% =	20.14%		10.00%	6.18%	7.60% =	23.78%		61.14%	20.63%	18.23% =	100.00%	
Total Overseas - Excludes U.S.A. & North America	\$ 1,624,672	-	\$ 1,539,716	\$ 5,271,408	5.11%	\$ 9,027,656	\$ 1,692,150	\$ 3,331,205	\$ 14,051,011	8.80%	\$ 14,444,520	-	-	\$ 14,444,520	12.45%	\$ 30,112,134	\$ 3,949,645	\$ 62,760	\$ 34,064,539	22.39%	\$ 117,213,022	\$ 5,641,995	\$ 6,513,691	\$ 129,368,708	14.89%
Percentage	49.19%	-	2.01% =	51.20%		6.98%	1.31%	2.57% =	10.86%		11.16%	-	- =	11.16%		23.28%	3.05%	0.45% =	26.78%		90.60%	4.36%	5.04% =	100.00%	
GRAND TOTAL	\$ 1,127,436	\$ 1,127,436	\$ 19,683,654	\$ 226,491,975	100.00%	\$ 14,247,745	\$ 63,279,400	\$ 16,034,518	\$ 93,561,663	100.00%	\$ 5,402,182	\$ 19,300,736	\$ 13,164,147	\$ 37,866,665	100.00%	\$ 7,956,669	\$ 19,582,323	\$ 10,391,062	\$ 37,930,054	100.00%	\$ 114,294,434	\$ 262,284,544	\$ 59,273,379	\$ 435,852,357	100.00%
PERCENTAGE	29.00%	15.68%	5.78% =	50.46%		5.57%	9.14%	3.67% =	10.38%		5.51%	5.58%	2.26% =	13.35%		7.59%	7.10%	3.12% =	17.81%		47.66%	37.50%	14.84% =	100.00%	

TABLE VII

ONTARIO DESTINATIONS, BY VACATION AREA, OF TRIPS GENERATED BY ALL HOUSEHOLDS
AND BY EACH OF THE FIVE STUDY REGIONS
JUNE 15, 1966 TO JUNE 14, 1967

Destination		Economic Region, or Combined Economic Regions (*)										All Ontario Households		
		Metropolitan Horseshoe		Western		Northern		Central		Eastern		Total Trips	Per cent	Per cent
Ontario Vacation Area		Number of trips	Per cent	Number of trips	Per cent	Number of trips	Per cent	Number of trips	Per cent	Number of trips	Per cent			
1. Kent-Essex		41,334	8.55%	431,088	89.17%	1,450	0.30%	6,865	1.42%	2,707	0.56%	483,444	100%	3.60%
2. Lambton-Sarnia		30,026	10.99	237,695	87.00	1,475	0.54	3,087	1.13	929	0.34	273,212	100	2.03
3. Central Erie		324,887	28.06	773,777	66.83	1,389	0.12	47,934	4.14	9,842	0.85	1,157,829	100	8.62
4. Mid-Western	(4th)	400,425	34.25	669,557	57.27	4,326	0.37	87,684	7.50	7,131	0.61	1,169,123	100	8.71
5. Niagara-Iroquoia	(2nd)	1,364,536	80.00	248,857	14.59	17,568	1.03	44,518	2.61	30,191	1.77	1,705,670	100	12.70
6. Metropolitan	(1st)	1,495,022	56.61	492,267	18.64	66,551	2.52	474,573	17.97	112,503	4.26	2,640,916	100	19.67
7. Huronia-Lake Simcoe	(3rd)	612,995	73.24	58,588	7.00	6,445	0.77	145,800	17.42	13,140	1.57	836,968	100	6.23
8. Kewartha Lakes		364,427	56.35	33,629	5.20	4,333	0.67	233,595	36.12	10,736	1.66	646,720	100	4.82
9. Great Pine Ridge		163,269	64.21	9,357	3.68	1,475	0.58	77,452	30.46	2,721	1.07	254,274	100	1.89
10. Bay of Quinte		81,415	30.43	6,368	2.38	803	0.30	146,349	54.70	32,613	12.19	267,548	100	1.99
11. Hastings - Land O'Lakes		16,092	22.06	3,297	4.52	-	-	41,011	56.22	12,548	17.20	72,948	100	0.54
12. Rideau Lakes - 1000 Islands		65,268	18.40	4,718	1.33	2,980	0.84	119,894	33.80	161,856	45.63	354,716	100	2.64
13. Seaway Valley		-	-	4,736	2.47	786	0.41	14,918	7.78	171,304	89.34	191,744	100	1.43
14. Lower Ottawa Valley		91,027	17.69	9,314	1.81	11,886	2.31	36,328	7.06	366,012	71.13	514,567	100	3.83
15. Upper Ottawa Valley		34,785	15.07	3,185	1.38	17,474	7.57	14,219	6.16	161,163	69.82	230,826	100	1.72
16. Madawaska Valley		41,908	50.14	3,126	3.74	1,488	1.78	23,302	27.88	13,757	16.46	83,581	100	0.62
17. Highlands of Haliburton		116,849	79.58	-	-	-	-	29,087	19.81	896	0.61	146,832	100	1.09
18. Muskoka		335,227	77.74	34,454	7.99	12,117	2.81	46,787	10.85	2,630	0.61	431,215	100	3.22
19. Grey-Bruce		243,681	42.59	220,509	38.54	2,231	0.39	104,819	18.32	915	0.16	572,155	100	4.26
20. Parry Sound		100,568	75.55	10,702	8.04	4,353	3.27	17,491	13.14	-	-	133,114	100	0.99
21. Algonquin Park		38,350	51.10	12,601	16.79	2,994	3.99	6,296	8.39	14,807	19.73	75,048	100	0.56
22. Nipissing		78,697	53.68	7,697	5.25	46,298	31.58	7,609	5.19	6,303	4.30	146,604	100	1.09
23. Sudbury		15,912	9.30	16,323	9.54	119,375	69.77	13,790	8.06	5,698	3.33	171,098	100	1.27
24. Manitoulin		12,591	47.86	1,726	6.56	7,418	28.20	2,589	9.84	1,983	7.54	26,307	100	0.21
25. Algoma		12,245	3.37	10,065	2.77	333,261	91.72	5,850	1.61	1,925	0.53	363,346	100	2.71
26. Golden Route - 101		15,695	13.08	3,216	2.68	96,892	80.75	3,216	2.68	971	0.81	119,990	100	0.89
27. Temiskaming		8,341	8.68	1,720	1.79	80,617	83.89	3,440	3.58	1,981	2.06	96,099	100	0.72
28. James Bay Frontier		-	-	1,863	7.63	20,501	83.97	933	3.82	1,118	4.58	24,415	100	0.18
29. Upper Lake Superior		8,063	4.00	3,326	1.65	186,688	92.62	2,499	1.24	987	0.49	201,563	100	1.50
30. Rainy River		-	-	-	-	12,478	100.00	-	-	-	-	12,478	100	0.09
31. Lake of the Woods		3,483	28.32	-	-	8,815	71.68	-	-	-	-	12,298	100	0.09
32. Patricia		-	-	-	-	12,397	100.00	-	-	-	-	12,397	100	0.09
		6,117,118	-	3,313,761	-	1,086,864	-	1,761,935	-	1,149,367	-	13,429,045	100	100.00%

(*) Note: Metropolitan Horseshoe = Metropolitan and Niagara Economic Regions
 Western = Lake Erie, Lake St. Clair, and Upper Grand River Economic Regions
 Northern = Northeastern and Northwestern Economic Regions
 Central = Georgian Bay and Lake Ontario Economic Regions
 Eastern = Eastern Ontario Economic Region

TABLE VIII

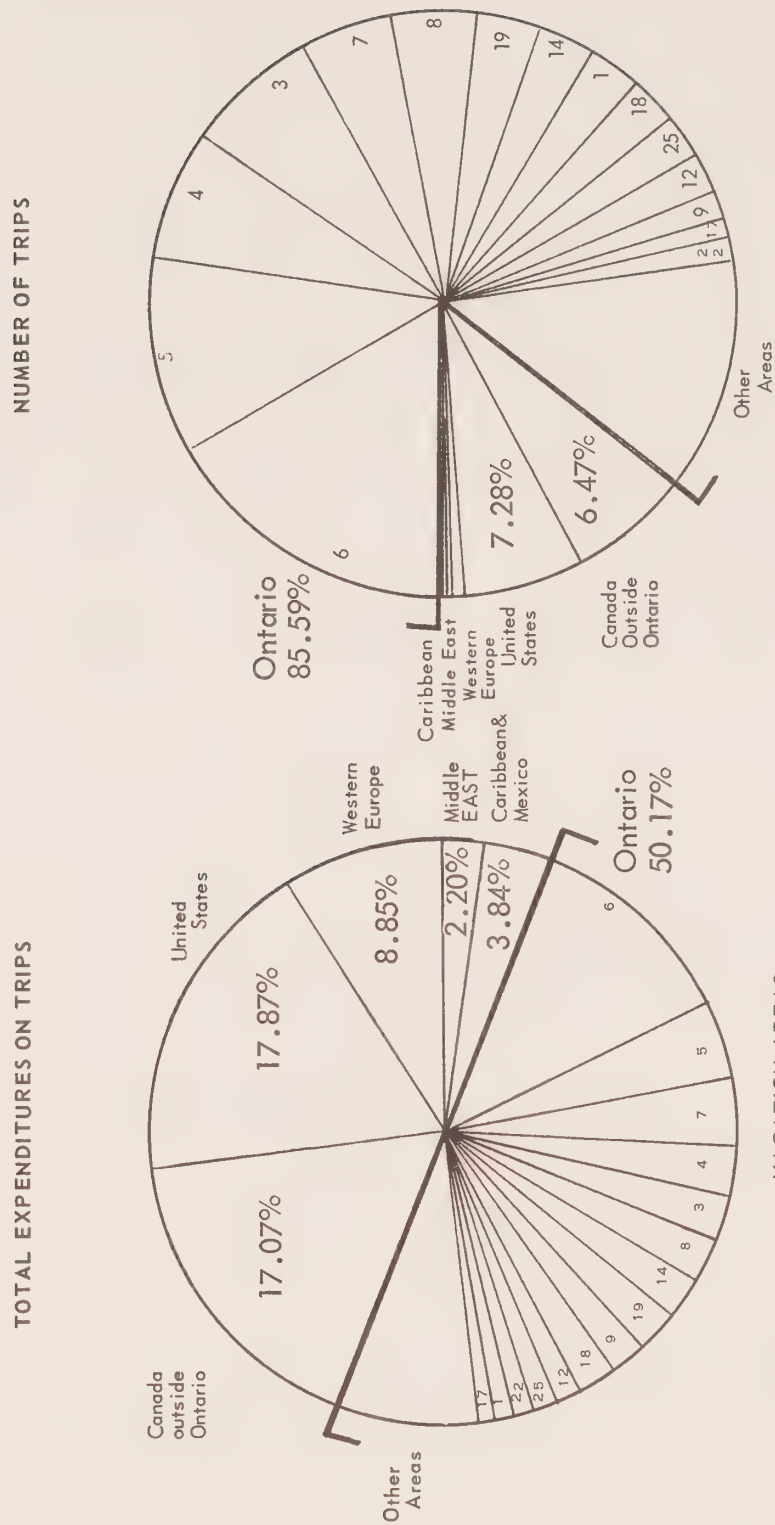
AVERAGE EXPENDITURE PER TRIP - BY DESTINATION, AND BY SEASON

JUNE 15, 1966 TO JUNE 14, 1967

Destination	Summer	Fall	Winter	Spring	Total
	June 15, 1966 to September 14, 1966	September 15, 1966 to December 14, 1966	December 15, 1966 to March 14, 1967	March 15, 1967 to June 14, 1967	TOTAL AVERAGE FOUR SEASONS
In Ontario:					
No. 1 Kent-Essex	\$ 18.96	\$ 19.31	\$ 25.76	\$ 14.08	\$ 19.73
2 Lambton-Sarnia	31.91	9.66	34.05	12.52	22.95
3 Central Erie	21.37	20.57	19.24	17.18	19.94
4 Mid-Western	21.97	16.13	18.33	24.78	20.52
5 Niagara-Iroquoia	28.98	17.76	16.41	17.77	21.39
6 Metropolitan	71.77	36.03	26.22	26.77	40.83
7 Huronia-Lake Simcoe	56.61	18.78	33.61	16.37	36.92
8 Kawartha Lakes	48.06	23.84	24.36	16.02	32.41
9 Great Pine Ridge	123.96	21.91	16.56	12.64	68.84
10 Bay of Quinte	21.05	27.30	25.29	12.79	21.22
11 Hastings-Land O'Lakes	29.68	36.62	33.55	30.12	32.03
12 Rideau Lakes-1000 Islands	47.74	28.28	16.42	17.42	32.83
13 Seaway Valley	37.51	15.62	45.45	27.93	32.93
14 Lower Ottawa Valley	45.99	40.51	35.26	13.88	39.53
15 Upper Ottawa Valley	40.84	16.38	12.00	29.35	33.23
16 Madawaska Valley	59.79	39.37	33.76	21.94	38.63
17 Haliburton	103.12	20.86	11.34	30.00	53.48
18 Muskoka	56.25	23.10	19.65	24.96	40.21
19 Grey-Bruce	47.54	32.23	21.32	21.71	33.98
20 Parry Sound	53.81	39.57	21.43	31.40	42.63
21 Algonquin Park	70.70	36.91	11.77	24.55	51.28
22 Nipissing	70.10	72.36	41.41	66.19	65.94
23 Sudbury	53.24	26.08	56.30	23.26	40.42
24 Manitoulin	90.22	54.73	—	10.42	70.93
25 Algoma	33.10	17.84	23.71	25.13	28.27
26 Golden Route-101	34.18	101.58	38.96	8.75	48.89
27 Temiskaming	31.86	61.50	21.39	17.74	30.45
28 James Bay Frontier	94.80	309.00*	46.96	13.42	67.82
29 Upper Lake Superior	33.65	57.11	20.42	25.96	37.08
30 Rainy River	167.84*	10.00	29.32	—	95.26
31 Lake of the Woods	19.56	69.17	53.00	19.00	48.10
32 Patricia	41.64	45.72	10.00	—	35.83
ONTARIO TOTAL	\$ 45.94	\$ 27.26	\$ 24.08	\$ 21.75	\$ 32.46
Canada, Outside Ontario	\$ 215.11	\$ 121.37	\$ 86.42	\$ 89.63	\$ 146.10
United States	\$ 128.04	\$ 119.29	\$ 175.06	\$ 138.97	\$ 135.94
Western Europe	\$ 1,714.45	\$ 821.61	\$ 1,351.00	\$ 1,122.75	\$ 1,390.81
Middle East	\$ 1,387.00*	\$ 958.00*	—	\$ 1,958.00*	\$ 1,539.45
Caribbean and Mexico	\$ 670.00	\$ 1,111.00*	\$ 859.00	\$ 1,277.00*	\$ 910.00
Average per trip — all Destinations	\$ 75.16	\$ 41.15	\$ 42.32	\$ 47.80	\$ 55.37

Note: * To be treated with caution due to limited size of sample.

DISTRIBUTION OF TRIPS ORIGINATING IN ONTARIO SHOWING NUMBER OF TRIPS
AND EXPENDITURES BY DESTINATION
JUNE 15, 1966 TO JUNE 14, 1967



NOTE: NO. OF TRIPS: Caribbean & Mexico 0.23%
Middle East 0.08%
Western Europe 0.35%

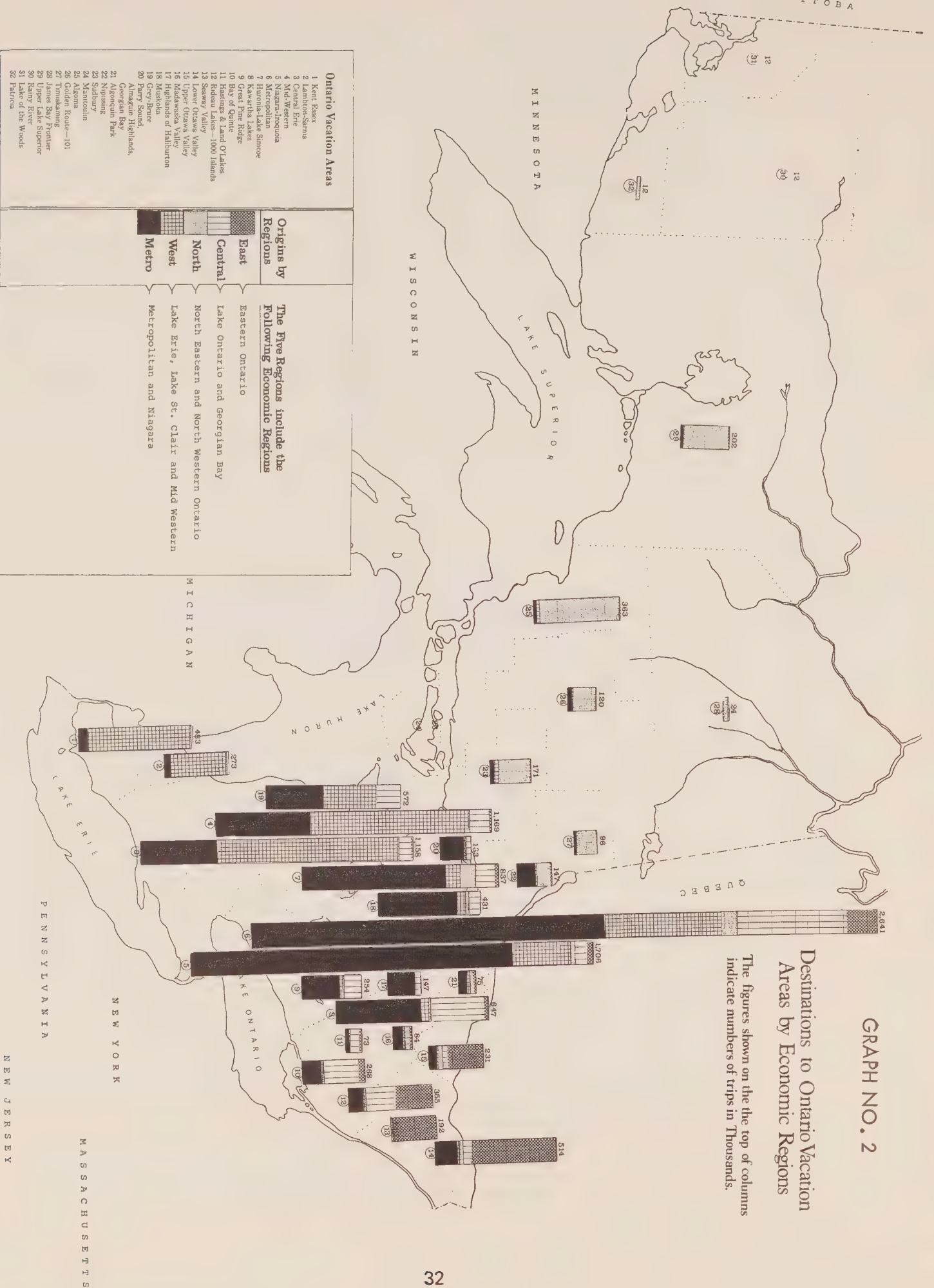
VACATION AREAS

- 1 12
- 3 14
- 4 17
- 5 18
- 6 19
- 7 22
- 8 25
- 9

GRAPH NO. 2

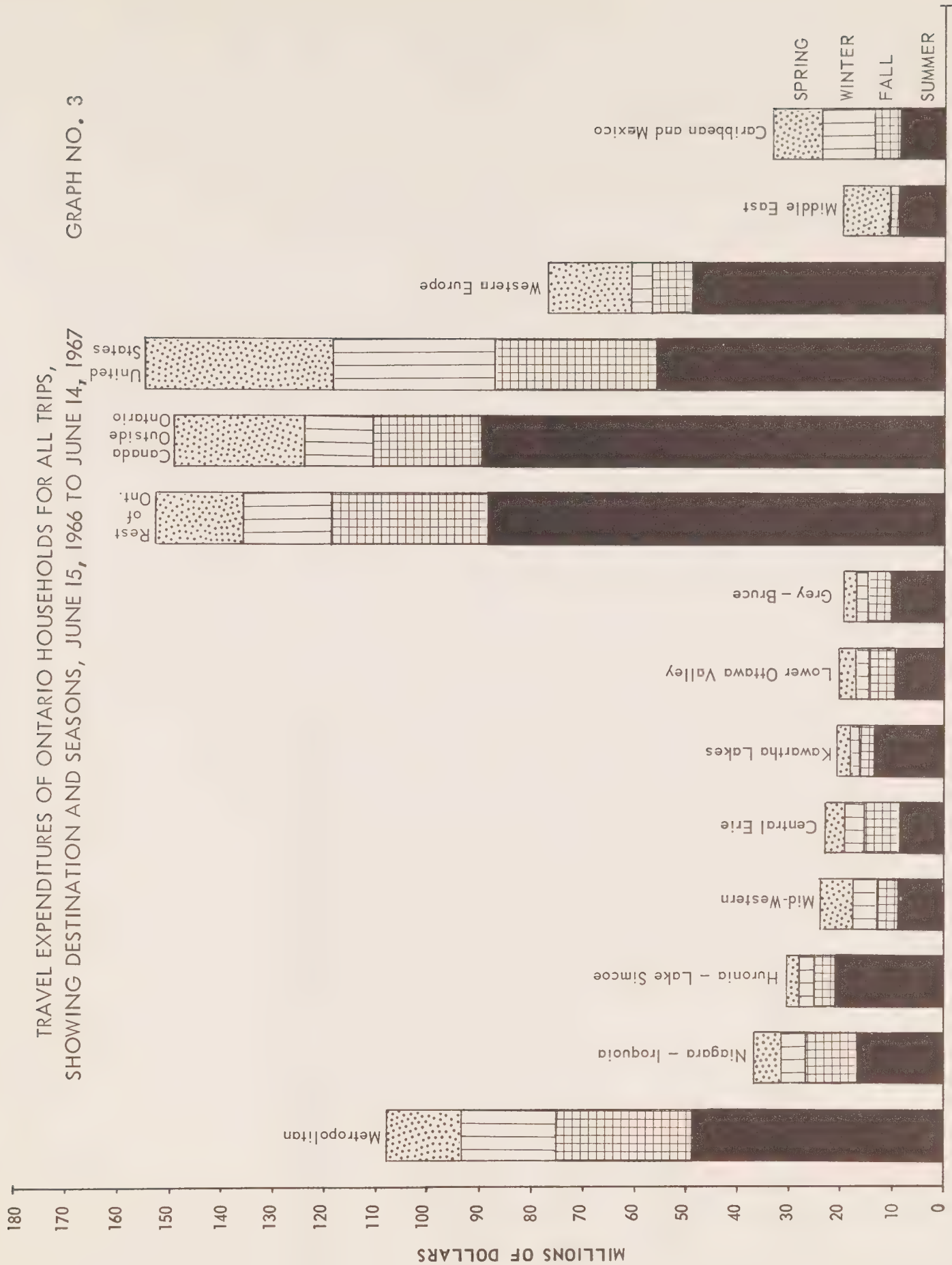
Destinations to Ontario Vacation Areas by Economic Regions

The figures shown on the top of columns indicate numbers of trips in Thousands.



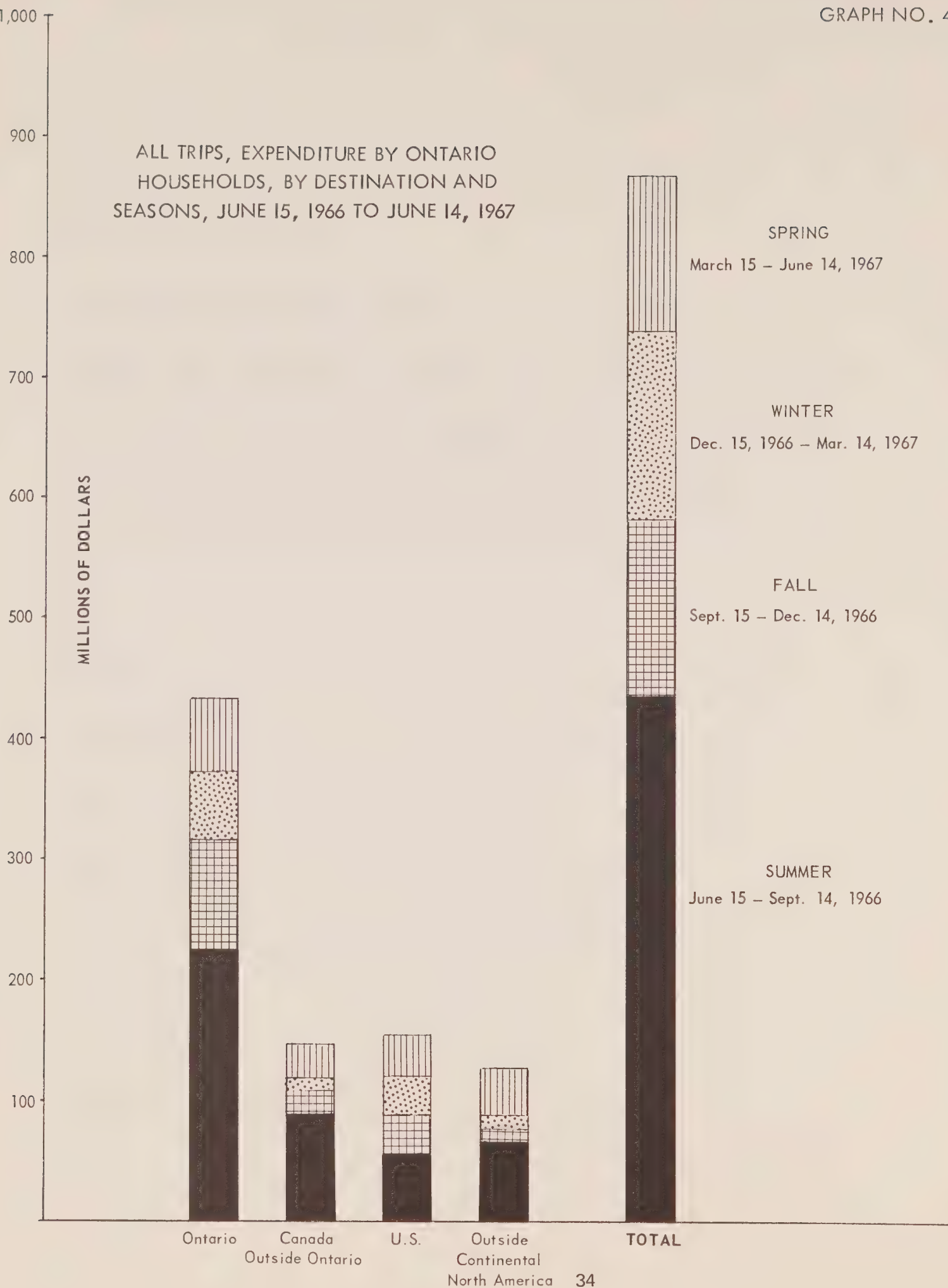
TRAVEL EXPENDITURES OF ONTARIO HOUSEHOLDS FOR ALL TRIPS,
SHOWING DESTINATION AND SEASONS, JUNE 15, 1966 TO JUNE 14, 1967

GRAPH NO. 3



ALL TRIPS, EXPENDITURE BY ONTARIO
HOUSEHOLDS, BY DESTINATION AND
SEASONS, JUNE 15, 1966 TO JUNE 14, 1967

MILLIONS OF DOLLARS



CHAPTER TWO

VACATION TRIPS – NUMBER, ORIGIN AND DESTINATION, AND EXPENDITURES MADE BY ONTARIO HOUSEHOLDS JUNE 15, 1966 TO JUNE 14, 1967

Table IX shows the number of vacation trips taken by Ontario households in each of the five Economic Regions used in the sampling. The average number of vacation trips taken per household during the period of study was 1.3.

The highest incidence of vacation trips (1.4) per household taken during the year was generated by the Central and Metropolitan Economic Regions, followed by Western Economic Region with 1.3, and the Eastern Economic Region with 1.1.

By multiplying the average number of vacation trips per household by the number of households in Ontario, the approximate total number of vacation trips taken by Ontario households during the year was obtained:

$$1.316 \times 1,878,444 = 2,471,236 \text{ Approx.}$$

In Table X, the number of vacation trips taken per person, by Economic Region is shown.

Table XI gives the average expenditure per vacation trip, by season and destination, per Ontario household.

The average expenditure on vacation trips for the period of this study, by destination, was as follows:

Vacation Trip Destination	Average Expenditure
Ontario	\$ 69.33
Canada (outside of Ontario)	243.48
United States	254.22
Outside North America	\$1,312.21

The average expenditure on vacation trips taken to the United States varied by season, as follows:

Season	Average Vacation Trip Expenditure in the U.S.
Winter	\$522.68
Fall	352.72
Spring	306.09
Summer	\$175.45

Vacation trips taken to Ontario destinations during the Fall season had the highest average expenditure (\$74.62), and second highest during the Summer (\$72.30).

Average expenditures for vacation trips taken to the rest of Canada (outside of Ontario) were more or less uniform throughout the year, with a marked lowering of cost during the Spring.

Average expenditures on vacation trips taken outside of North America were highest in the Summer, followed by Spring, Fall and Winter, in that order:

Season	Average Vacation Trip Expenditure Outside North America
Summer	\$1,437.00
Spring	1,337.13
Fall	1,213.40
Winter	\$ 957.41

Although 66.7 per cent of vacation trips generated by Ontario households were taken to destinations in Ontario, they accounted for only 27.6 per cent of the total expenditures on this type of trip as illustrated in Table XII and Graph No. 5.

Percentage of vacation trips and corresponding expenditures to destinations other than Ontario were:

Destination	Number of Vacation Trips and Expenditure in per cent
Canada (outside of Ontario)	14.6% of trips 21.2% of expenditure
United States	15.1% of trips 22.9% of expenditure
Outside Continental North America	3.6% of trips 28.3% of expenditure

During the winter, approximately 41,000 vacation trips were made by Ontario households to the United States with an expenditure of \$21.4 millions, compared with 233,000 vacation trips to the United States during the summer, on which an expenditure of \$40.9 millions was made.

Graphs Nos. 6 and 7 show that for all destinations other than the U.S.A., more than half of all vacation trips and more than half of the total expenditures on this type of trip were made during the summer. For the U.S.A. only, expenditures were slightly less than 50 per cent during the summer.

Vacation Factor in Travel by Ontario Households

Table XIII shows the incidence of vacation as part of business and personal trips.

An annual average of 18 per cent of personal trips contained a vacation factor.

By season, the vacation factor was as follows:

Season	Percentage of All Personal Trips as Part of Vacation
Spring	11.6%
Summer	31.8%
Fall	8.2%
Winter	7.8%

As may be seen, the vacation factor for all trips was much higher during the summer months, and although the annual average during business trips was only 2.4 per cent, this also peaked in summer to 6.5 per cent.

Results of a study of the Travel Habits and Expenditures of Metropolitan Toronto Households done in 1966, showed a similar tendency with regard to vacation factor on trips taken by Metropolitan Toronto households.*

Note: (*) "Analysis of the Travel Habits and Expenditures of Metropolitan Toronto Households, 1966", Ontario Department of Tourism and Information, Travel Research Branch, p.35

TABLE IX

NUMBER OF VACATION TRIPS GENERATED BY ALL ONTARIO HOUSEHOLDS

BY THE FIVE STUDY REGIONS (*)

JUNE 15, 1966 TO JUNE 14, 1967

	Study Regions – Economic, or Combined Economic Regions					Ontario
	Metropolitan Horseshoe	Western	Northern	Central	Eastern	Total
Number of Ontario Households (1966)	915,366	376,440	179,579	186,717	220,342	1,878,444 ⁽¹⁾
Average number of Vacation Trips, per household	1,404	1,276	1,046	1,420	1,147	1,316
Total number of Vacation Trips, all households	1,285,315	480,261	187,758	265,124	252,778	2,471,236

(*) Note: Metropolitan Horseshoe = Metropolitan and Niagara Economic Regions
 Western = Lake Erie, Lake St. Clair, and Upper Grand River Economic Regions
 Northern = Northeastern and Northwestern Economic Regions
 Central = Georgian Bay and Lake Ontario Economic Regions
 Eastern = Eastern Ontario Economic Region

(1) Preliminary estimate – Dominion Bureau of Statistics

TABLE X
NUMBER OF VACATION TRIPS TAKEN PER PERSON
GENERATED BY THE FIVE STUDY REGIONS^(*)
JUNE 15, 1966 TO JUNE 14, 1967

Region	Number of Vacation Trips Generated	Population ^(**)	Number of Trips per person
Metropolitan Horseshoe	1,285,315	3,342,139	0.38
Western	480,261	1,349,250	0.36
Northern	187,758	739,712	0.25
Central	265,124	678,846	0.39
Eastern	252,778	850,923	0.30
Total – Ontario	2,471,236	6,960,870	0.36

(*) Note: Metropolitan Horseshoe = Metropolitan and Niagara Economic Regions
Western = Lake Erie, Lake St. Clair and Upper Grand River Economic Regions
Northern = Northeastern and Northwestern Economic Regions
Central = Georgian Bay and Lake Ontario Economic Regions
Eastern = Eastern Ontario Economic Region

(**) Source: "Population Statistics for Ontario", August 1966, Ontario Department of Economics and Development, Economic Analysis Branch

TABLE XI
AVERAGE EXPENDITURE MADE BY ONTARIO HOUSEHOLDS
PER VACATION TRIP, BY SEASON AND BY DESTINATION
JUNE 15, 1966 TO JUNE 14, 1967

Destination	June 15/66- Sept. 14/66	Sept. 15/66- Dec. 14/66	Dec. 15/66- March 14/67	March 15/67- June 14/67	Average For Year
Ontario	\$ 72.30	\$ 74.62	\$ 55.79	\$ 49.19	\$ 69.33
Canada Outside Ontario	267.82	280.45	292.67	149.92	243.48
U.S.A.	175.45	352.72	522.68	306.09	254.22
Outside Continental North America	1,437.00	1,213.40	957.41	1,337.13	1,312.21
Weighted Average	\$ 147.92	\$ 175.72	\$ 272.67	\$ 207.83	\$ 167.56

TABLE XII

NUMBER OF VACATION TRIPS AND EXPENDITURES MADE BY ONTARIO HOUSEHOLDS BY DESTINATION AND BY SEASON

DESTINATION OF VACATION TRIPS GENERATED BY:	Summer			Fall		
	Number	%	Expenditure	Number	%	Expenditure
<u>METROPOLITAN HORSESHOE REGION</u>						
Ontario	669,995	70.04	\$ 48,441,160	102,559	69.50	\$ 7,652,446
Canada Outside Ontario	131,968	13.79	35,343,121	11,308	7.66	3,171,367
U.S.A.	117,527	12.29	20,619,869	30,416	20.61	10,728,361
Outside Continental North America	37,161	3.88	53,400,249	3,288	2.23	3,989,659
TOTAL	956,651	100.00%	\$157,804,399	147,571	100.00%	\$25,541,833
<u>WESTERN REGION</u>						
Ontario	241,836	76.37	\$ 17,484,931	32,270	79.47	\$ 2,407,828
Canada Outside Ontario	18,053	5.70	4,834,879	—	—	—
U.S.A.	51,215	16.17	8,985,566	6,954	17.12	2,452,822
Outside Continental North America	5,557	1.76	7,985,393	1,384	3.41	1,679,346
TOTAL	316,661	100.00%	\$39,290,769	40,608	100.00%	\$ 6,539,996
<u>NORTHERN REGION</u>						
Ontario	77,695	67.96	\$ 5,617,409	15,429	66.23	\$ 1,151,235
Canada Outside Ontario	17,283	15.12	4,628,661	5,264	22.60	1,476,306
U.S.A.	18,643	16.31	3,270,876	1,911	8.20	674,050
Outside Continental North America	695	0.61	998,713	692	2.97	839,673
TOTAL	114,316	100.00%	\$ 14,515,659	23,296	100.00%	\$ 4,141,264
<u>CENTRAL REGION</u>						
Ontario	140,761	82.83	\$ 10,177,130	20,871	68.83	\$ 1,557,291
Canada Outside Ontario	9,785	5.76	2,620,578	3,897	12.85	1,092,927
U.S.A.	19,389	11.41	3,401,760	3,477	11.47	1,226,411
Outside Continental North America	—	—	—	2,076	6.85	2,519,018
TOTAL	169,935	100.00%	\$ 16,199,468	30,321	100.00%	\$ 6,395,647
<u>EASTERN REGION</u>						
Ontario	68,702	47.20	\$ 4,967,208	19,821	58.74	\$ 1,478,945
Canada Outside Ontario	49,425	33.96	13,236,797	8,187	24.26	2,296,073
U.S.A.	26,552	18.24	4,658,493	5,737	17.00	2,023,560
Outside Continental North America	868	0.60	1,247,317	—	—	—
TOTAL	145,547	100.00%	\$ 24,109,815	33,745	100.00%	\$ 5,798,578
<u>ALL FIVE STUDY REGIONS(*)</u>						
Ontario	1,198,989	70.40	\$ 86,687,838	190,950	69.30	\$14,247,745
Canada Outside Ontario	226,514	13.30	60,664,036	28,656	10.40	8,036,673
U.S.A.	233,326	13.70	40,936,564	48,495	17.60	17,105,204
Outside Continental North America	44,281	2.60	63,631,672	7,440	2.70	9,027,696
GRAND TOTAL	1,703,110	100.00%	\$251,920,110	275,541	100.00%	\$48,417,318

(*) Study Regions: —Ontario Economic Region, or group of Regions

Season: — Summer: June 15/66 — Sept. 14/66
 Fall: Sept. 15/66 — Dec. 14/66
 Winter: Dec. 15/66 — Mar. 14/67
 Spring: Mar. 15/67 — June 14/67

TABLE XII (CONT'D.)

NUMBER OF VACATION TRIPS AND EXPENDITURES MADE BY ONTARIO HOUSEHOLDS BY DESTINATION AND BY SEASON

Number	Winter			Spring			Total		
	%	Expenditure	%	Number	%	Expenditure	%	Expenditure	%
29,327	39.35	\$ 1,636,299	6.00	62,069	58.24	\$ 3,052,999	14.60	863,950	67.22
10,333	13.87	3,024,139	11.10	26,573	24.00	3,833,926	18.33	179,182	13.94
24,807	33.29	12,966,042	47.57	10,942	10.27	3,349,286	16.01	183,692	14.29
10,056	13.49	9,627,678	35.33	7,986	7.49	10,678,307	51.06	58,491	4.55
74,523	100.00%	\$27,254,158	100.00%	106,570	100.00%	\$20,914,518	100.00%	1,285,315	100.00%
24,070	64.74	\$ 1,342,985	14.80	42,980	50.09	\$ 2,114,065	10.26	341,156	71.04
1,426	3.84	417,344	4.60	19,552	22.78	2,931,253	14.22	39,031	8.13
8,909	23.96	4,656,527	51.32	15,093	17.59	4,619,884	22.41	82,171	17.10
2,774	7.46	2,655,845	29.28	8,188	9.54	10,948,406	53.11	17,903	3.73
37,179	100.00%	\$ 9,072,701	100.00%	85,813	100.00%	\$20,613,608	100.00%	480,261	100.00%
14,291	75.50	\$ 797,366	27.42	19,104	61.20	\$ 939,672	20.37	126,519	67.38
2,672	14.12	782,009	26.89	5,635	18.05	844,804	18.31	30,854	16.43
1,271	6.71	664,322	22.84	5,659	18.12	1,732,188	37.55	27,484	14.64
694	3.67	664,440	22.85	820	2.63	1,096,445	23.77	2,901	1.55
18,928	100.00%	\$ 2,908,137	100.00%	31,218	100.00%	\$ 4,613,109	100.00%	187,758	100.00%
18,609	76.00	\$ 1,038,289	27.45	23,682	58.64	\$ 1,164,851	17.15	203,923	76.92
1,426	5.82	417,344	11.04	7,517	18.61	1,126,955	16.60	22,625	8.53
4,451	18.18	2,326,434	61.51	7,546	18.69	2,309,789	34.02	34,863	13.15
24,486	100.00%	\$ 3,782,067	100.00%	40,382	100.00%	\$ 6,790,474	100.00%	265,124	100.00%
10,525	51.88	\$ 587,243	12.21	13,928	26.18	\$ 685,082	5.28	112,976	44.70
6,770	33.37	1,981,362	41.19	23,873	44.87	3,579,062	27.55	88,255	34.91
1,431	7.06	747,947	15.55	11,510	21.64	3,523,149	27.13	45,230	17.89
1,560	7.69	1,493,557	31.05	3,889	7.31	5,200,097	40.04	6,317	2.50
20,286	100.00%	\$ 4,810,109	100.00%	53,200	100.00%	\$12,987,390	100.00%	252,778	100.00%
96,822	55.20	\$ 5,402,182	11.30	161,763	51.00	\$ 7,956,669	12.07	1,648,524	66.71
22,627	12.90	6,622,198	13.85	82,150	25.90	12,316,000	18.68	359,947	14.57
40,869	23.30	21,361,272	44.66	50,750	16.00	15,534,296	23.57	373,440	15.11
15,084	8.60	14,441,520	30.19	22,520	7.10	30,112,134	45.68	89,325	3.61
175,402	100.00%	\$47,827,172	100.00%	317,183	100.00%	\$65,919,099	100.00%	2,471,236	100.00%
								\$414,083,699	100.00%

TABLE XIII

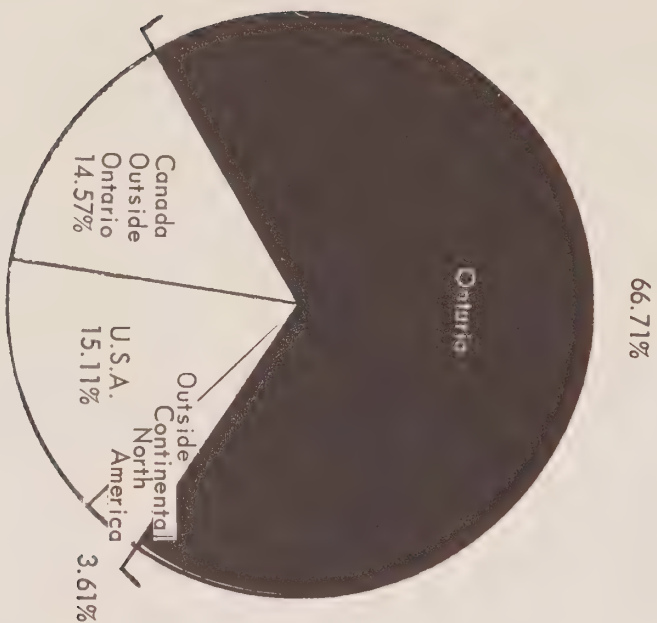
VACATION FACTOR IN TRIPS ORIGINATING IN ONTARIO HOUSEHOLDS

JUNE 15, 1966 TO JUNE 14, 1967

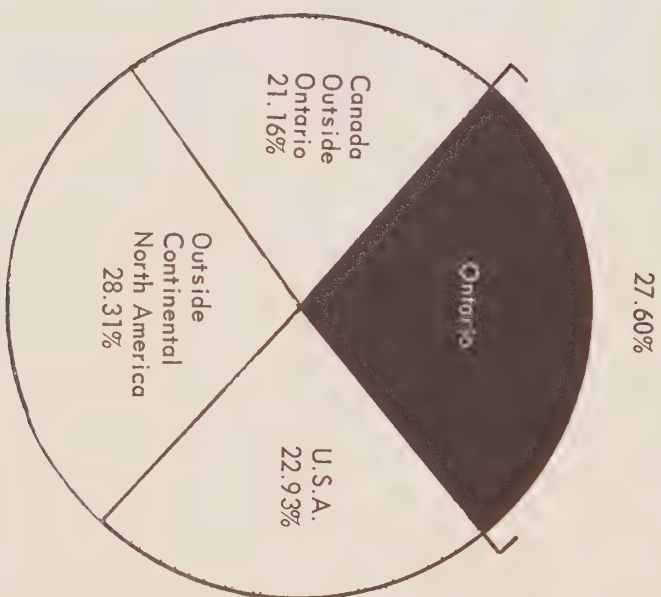
	PERSONAL TRIPS					BUSINESS TRIPS				
	Spring	Summer	Fall	Winter	Average for All Four Seasons	Spring	Summer	Fall	Winter	Average for All Four Seasons
Trip had Vacation Factor	11.6%	31.8%	8.2%	7.8%	18.0%	— %	6.5%	2.6%	0.3%	2.4%
Trip did not have Vacation Factor	88.4	68.2	91.8	92.2	82.0	100.0	93.5	97.4	99.7	97.6
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

NUMBER OF VACATION TRIPS AND EXPENDITURES BY RESIDENTS OF ONTARIO
SHOWING DESTINATIONS, JUNE 15, 1966 TO JUNE 14, 1967

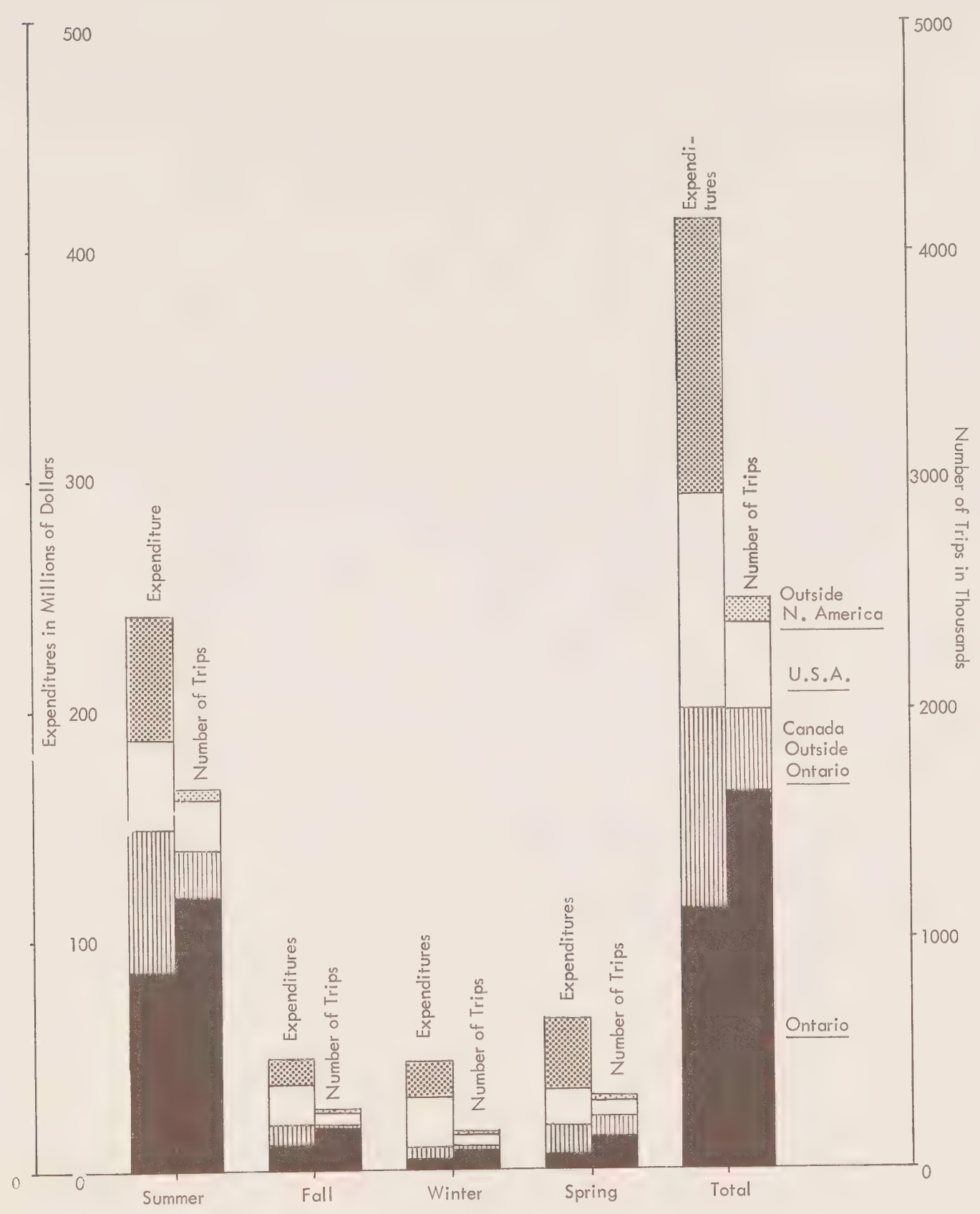
NUMBER OF TRIPS



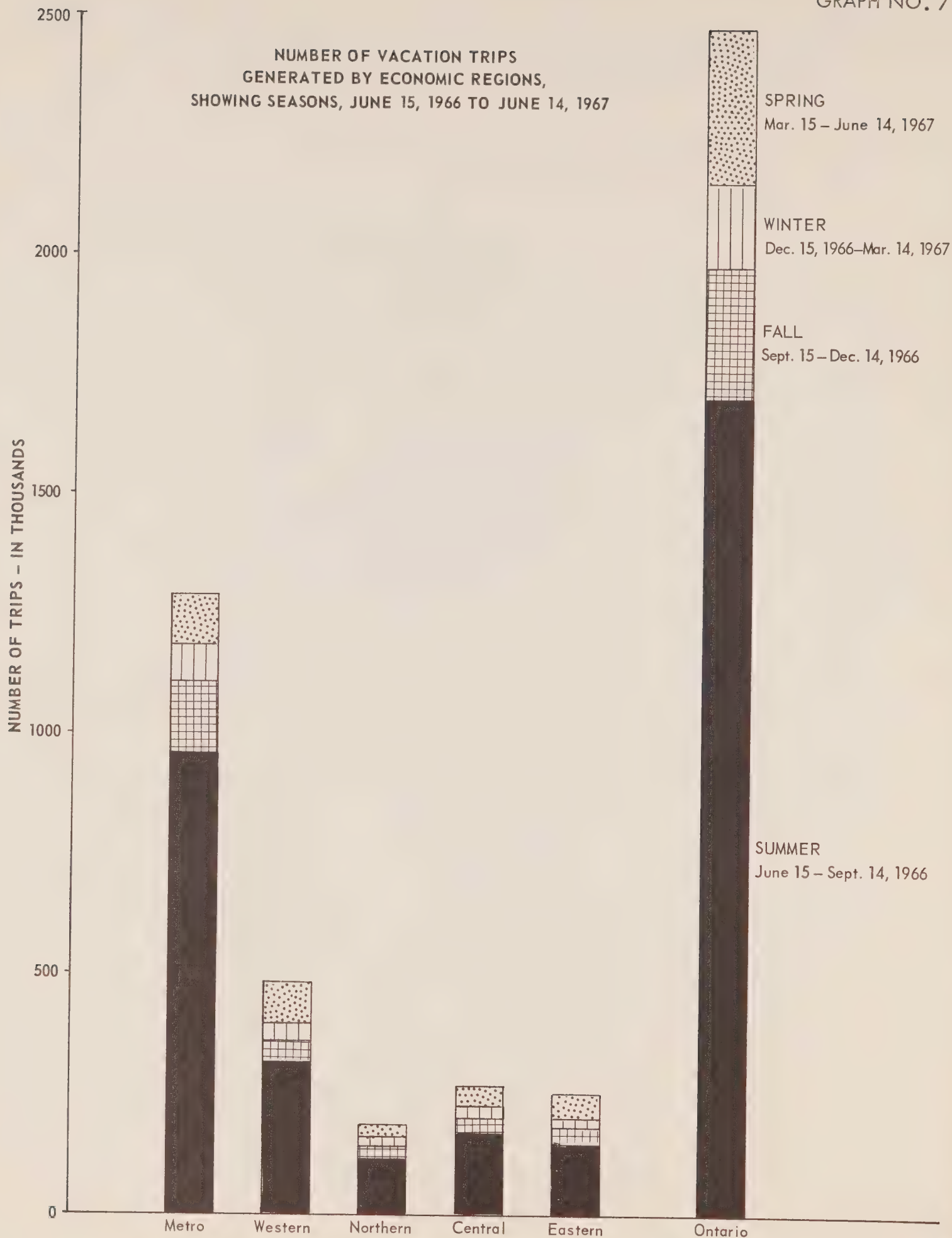
EXPENDITURES



NUMBER OF VACATION TRIPS AND EXPENDITURES BY ONTARIO HOUSEHOLDS, SHOWING DESTINATION AND SEASONS, JUNE 15, 1966 TO JUNE 14, 1967



NUMBER OF VACATION TRIPS
GENERATED BY ECONOMIC REGIONS,
SHOWING SEASONS, JUNE 15, 1966 TO JUNE 14, 1967



CHAPTER THREE

PRIMARY REASONS FOR TRAVEL

The primary reasons given for travel on vacation and personal trips made by Ontario households during the period of study are illustrated in Graph No. 8.

Vacation Trips

The most revealing factor was that "sightseeing and relaxation" were mentioned as the primary reason for travel on vacation trips in 36 per cent of the cases. In another recent study carried out by the Ontario Department of Tourism and Information, "Visitors to Ontario Government Reception Centres, 1967" many United States' visitors to Ontario reported similarly.

The second highest reason given for vacation trips was "visiting friends and relatives" (33.2%).

"Personal and family affairs" were given as the primary reason for 17.4 per cent of vacation trips; "fishing and hunting" for 6 per cent; "entertainment" for 4 per cent; "other outdoor recreation" for 1.9 per cent; and "shopping" for 1.6 per cent.

Personal Trips

Primary reason given for personal trips was heavily concentrated in "visiting friends and relatives" and "personal and family affairs" — altogether 58.3 per cent.

The third primary reason was "sightseeing and relaxation", reported by 17.3 per cent.

In general, the percentage of vacation and personal trips by trip reasons given, was as follows:

SUMMARY

Primary Reason for Trip	Vacation	Personal
Visiting friends, relatives, and personal/family affairs	50.6%	58.3%
Outdoor activities and recreation	43.3	25.1
Other	6.1	16.6
Total	100.0%	100.0%

There was little difference in the primary reasons given for taking vacation and personal trips. Outdoor activities were more prevalent on strictly vacation trips as would be expected. In each trip type however, "visiting friends or relatives", and "personal and family affairs" were stated as the reason for more than half of all trips.

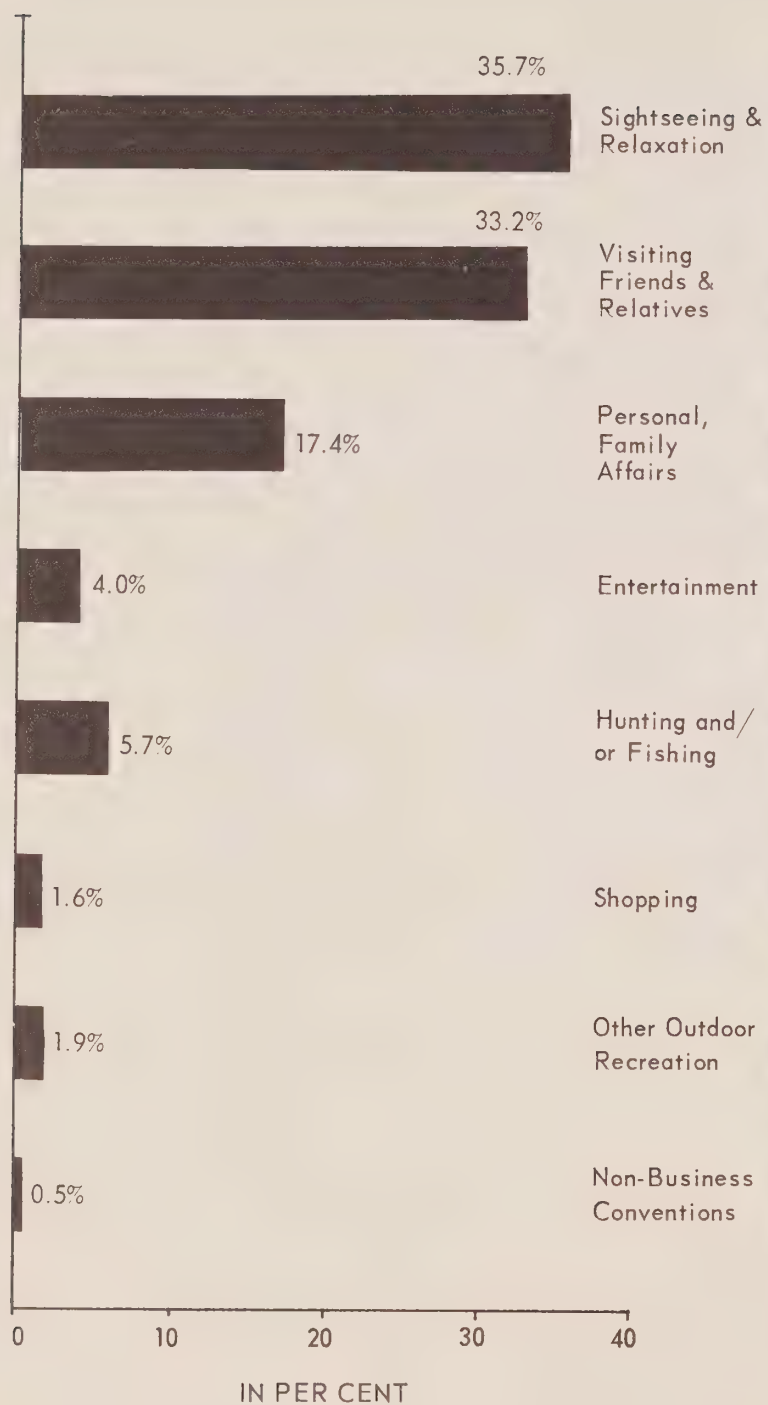
Usage of homes of friends or relatives as accommodation during vacation and personal trips reflected this factor as it was quite high on all trips of this kind originating in Ontario households.

Business Trips

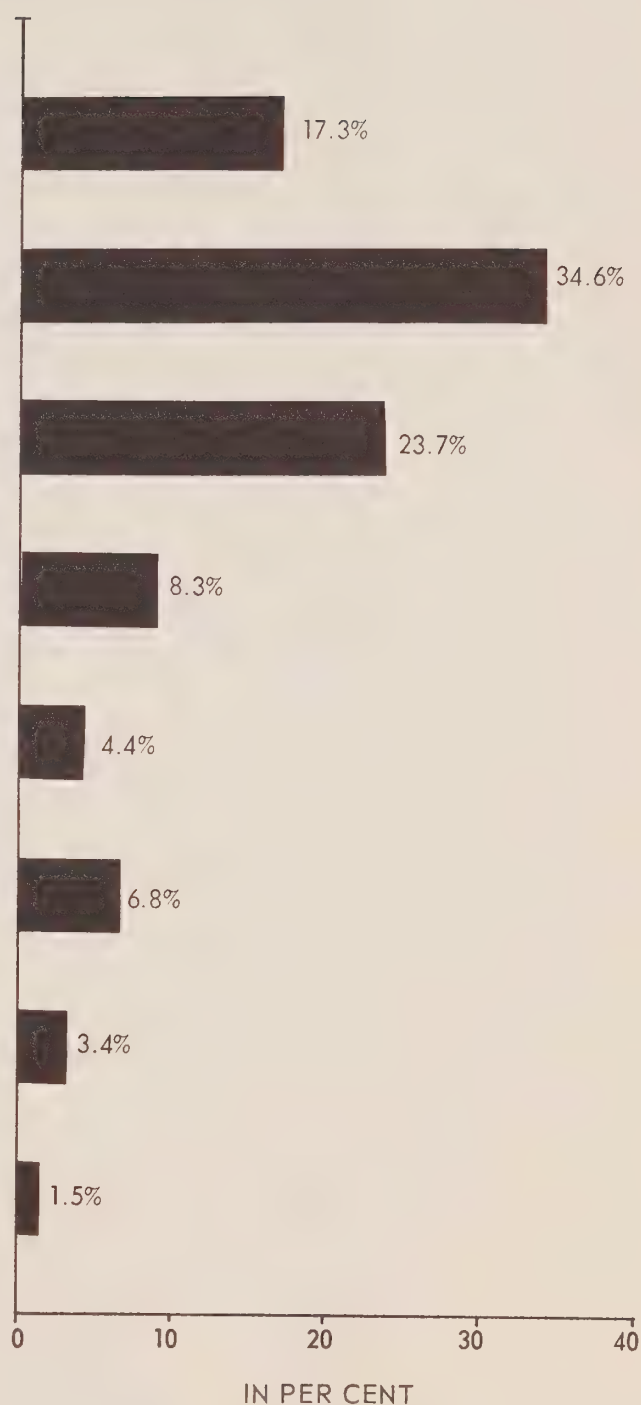
Of all business trips generated by Ontario households during the period of study, 78.6 per cent were primarily for business reasons only, and 21.4 per cent for business conventions.

PRIMARY REASONS FOR TRAVEL OF ONTARIO HOUSEHOLDS
JUNE 15, 1966 TO JUNE 14, 1967

VACATION TRIPS



PERSONAL TRIPS



CHAPTER FOUR

DURATION OF TRIPS

There is a marked difference between the number of days spent on vacation trips as compared to the other two trip types.

The average duration of all trips throughout the period of study was found to be as follows:

Type of Trip	Average Duration
Vacation	6.4 days
Personal	1.2 days
Business	1.8 days

Vacation Trips

The average duration of vacation trips by season was as follows:

Season	Average Duration
Spring	5.4 days
Summer	6.6 days
Fall	5.8 days
Winter	8.1 days
Average: throughout the year	6.4 days

It may be observed that vacation trips, regardless of the season, have an average duration of approximately one week.

The following table gives more specific information on the duration of vacation trips:

Duration of Vacation Trips Made by Residents of Ontario Showing Number of Respondents and Guest-Days June 15, 1966 to June 14, 1967		
Duration of Trip	Number of Respondents in per cent	Number of Guest-Days in per cent
1 day or less	21.5%	1.70%
1 night	6.7	1.06
2 nights	12.3	3.90
3 nights	9.1	4.33
4 or more nights	48.8	89.01
Did not state	1.6	—
Total	100.00%	100.00%

As may be seen, 48.8 per cent of respondents whose trip duration was four or more nights, accumulated 89 per cent of guest-days. There is no need to emphasize the close correlation between the number of guest-days generated and the amount of expenditure on these trips. It is obvious that increased use of all advertising media should be made, directed to promoting longer vacations within the province, as these trips are highly desirable from the viewpoint of our tourist economy.

Personal Trips

This type of trip was of the shortest duration, having an average of only 1.2 days, and there was little variation in length throughout the year.

Business Trips

The average duration of a business trip was 1.8 days. There was a high variation per season; the summer average was 2.5 days, and the fall average only 1.3 days. During the summer, secondary reasons were influential in increasing the length of stay. As noted in Chapter Two, the vacation factor in business trips was highest in summer.

The following table shows in detail, the duration of business trips and the number of guest-days generated by them:

Duration of Business Trips Made by Residents of Ontario Showing Number of Respondents and Guest-Days June 15, 1966 to June 14, 1967		
Duration of Trip	Number of Respondents in per cent	Number of Guest-Days in per cent
1 day or less	57.5%	15.96%
1 night	14.4	8.00
2 nights	10.3	11.44
3 nights	6.0	9.99
4 or more nights	11.1	54.61
Did not state	0.7	—
Total	100.00%	100.00%

A comparison was made of the average duration of all trips in the five Study Regions and throughout the four seasons. The distribution was found to be as follows:

Ontario Region	Average Duration All Year
Metropolitan Horseshoe	2.5 days
Western Ontario	1.7 days
Central Ontario	1.6 days
Eastern Ontario	2.1 days
Northern Ontario	2.4 days
Duration — all Ontario <u>2.0 days</u>	

As may be seen the differences are not too significant.

CHAPTER FIVE

WHO TRAVELS WITH WHOM

For purposes of analysis, all trips originating in Ontario households sampled in this study from June 15, 1966 to June 14, 1967, were divided into three categories:

Vacation
Personal
Business

and then into the following trip combinations:

- Male head of household alone
- Female head of household alone
- Both male and female heads of household
- Neither male nor female head of household i.e. child, children, other relatives of unrelated person, unaccompanied by either male or female household head
- Combinations of the above — with children, adult relatives, other family members, or unrelated persons.

The percentage of trip combinations in all categories are shown in Table XIV.

Vacation Trips

The combination of vacation trips taken by Ontario households during the period of study was as follows:

Vacation Trip Combinations	In per cent
Male head of household only	8.40%
Female head of household only	12.43
Both male and female household heads	67.75
Neither male nor female household head	11.42
Total	100.00%

As may be seen, more than two-thirds of all vacation trips were made in combination with both male and female family heads.

Table XIV also shows the percentage of trips taken in combination of both family heads accompanied by children.

In 33.3 per cent of vacation trips with male head of household only, the male head of household travelled entirely unaccompanied.

In only 11.7 per cent of vacation trips with female head of household only, the female head of household travelled entirely unaccompanied. In 44.4 per cent of vacation trips, she was accompanied by children; in approximately 20 per cent, by other relatives, and in 18.5 per cent, by an unrelated person, or persons.

As mentioned above, more than two-thirds of all vacation trips were made by male and female heads of household together, and in 65 per cent of these, they were accompanied by children. In 10 per cent, they were accompanied by other relatives, and in 6 per cent, by unrelated persons. Only in 18.6 per cent of vacation trips taken by male and female heads of household together, were they unaccompanied by other persons.

Personal Trips

A great many kinds of trip are included in this category, such as visiting friends or relatives, weekend trips to cottage or cabin, etc.

The combinations of trip parties taking personal trips during the survey period were as follows:

Personal Trip Combinations	In per cent
Male head of household alone	11.65%
Female head of household alone	13.95
Both male and female heads of household	64.05
Neither head of household, i.e. child, children, other relative or unrelated person, unaccompanied by either male or female head of household	10.35
Total	100.00%

Table XIV shows the percentage of personal trips made by various combinations of persons.

The tendency of male and female heads of family to travel together with children, relatives or friends was more or less the same for vacation and personal trips, as illustrated below:

Combinations of persons	Vacation Trips in per cent	Personal Trips in per cent
Both male and female heads	18.6%	23.0%
Both male and female heads of household, with children	64.9	58.5
Both male and female heads of household, with relative(s)	10.6	11.0
Both male and female heads of household, with unrelated person(s)	5.9	7.5
Total	100.0%	100.0%

Business Trips

Analysis of combinations during business trips are also shown in Table XIV and as could be expected, there was a significant difference between these, vacation trips, and personal trips.

The combinations of trip parties on business trips taken during the period of study were as follows:

Composition on Business Trips	In per cent
Male head of household alone	54.64%
Female head of household alone	8.66
Both male and female head of household	30.12
Neither male nor female household head	6.58
Total	100.00%

As may be seen, the majority of business trips were taken by the male head of household, alone.

28.8 per cent of business trips were made by the female head of household travelling alone. (See Table XIV.)

The male head of household travelled without the female head, but accompanied by children, on only 6.2 per cent of the business trips made during the survey.

The male head of household travelling without the female head, was accompanied by an unrelated person in approximately 26.9 per cent of the business trips taken. When the male head of the household was accompanied by the female head of the household, the percentage of trip combinations with an unrelated person, was only 10 per cent.

Graph No. 9 illustrates the number of persons travelling together in each of the three trip types.

The average number of persons per trip in all three trip categories, was as follows:

Trip Category	Average Number of Persons per Trip
Vacation	3.5
Personal	3.4
Business	2.1

The various combinations of household members and unrelated persons travelling together on trips were more or less the same throughout the year.

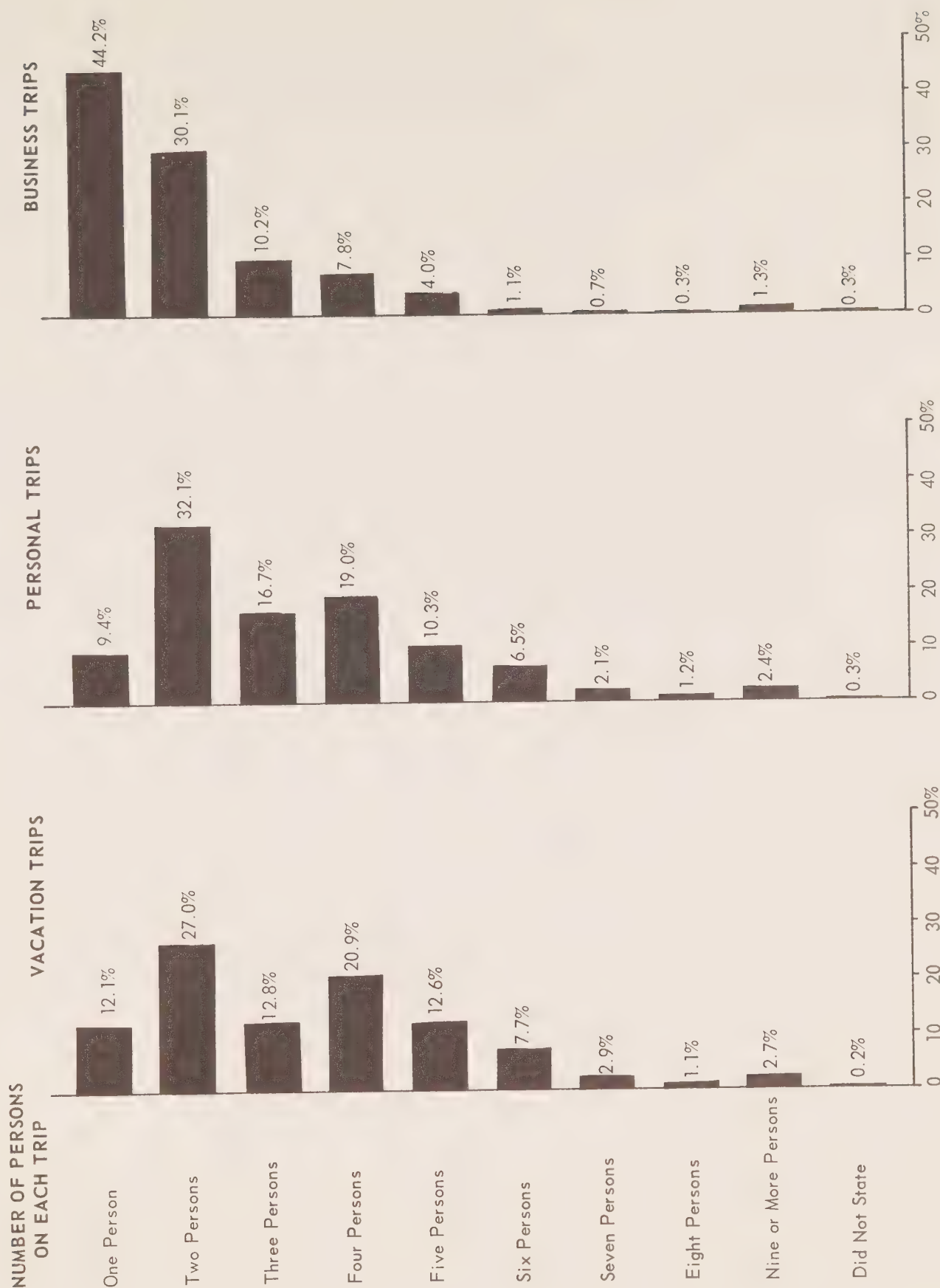
TABLE XIV

COMBINATIONS OF PERSONS ON TRIPS ORIGINATING IN ONTARIO HOUSEHOLDS

JUNE 15, 1966 TO JUNE 14, 1967

Combinations	Vacation Trips in per cent	Personal Trips in per cent	Business Trips in per cent
Male Head of household	(8.40% = 100.0%)	(11.65% = 100.0%)	(54.64% = 100.0%)
Alone	33.3%	25.0%	63.4%
Adult children	6.0	6.0	2.2
Teenage children	6.0	7.8	2.6
School-age children	8.3	8.6	0.7
Pre-school children	6.0	2.6	0.7
Adult relatives	9.4	11.2	2.0
Other family members	6.0	6.9	1.5
Unrelated persons	25.0	31.9	26.9
Female Head of household	(12.43% = 100.0%)	(13.95% = 100.0%)	(8.66% = 100.0%)
Alone	11.7%	15.1%	28.8%
Adult children	8.1	6.5	5.8
Teenage children	10.5	12.2	6.8
School-age children	17.7	11.5	3.5
Pre-school children	8.1	10.1	8.0
Adult relatives	11.3	12.9	6.8
Other family members	8.1	7.2	4.6
Unrelated persons	18.5	24.5	35.7
Both Male and Female Head	(67.75% = 100.0%)	(64.05% = 100.0%)	(30.12% = 100.0%)
Alone	18.6%	23.0%	39.5%
Adult children	5.0	3.9	2.7
Teenage children	16.4	12.8	11.0
School-age children	23.9	22.4	13.0
Pre-school children	19.6	19.4	15.9
Adult relatives	6.8	8.0	6.6
Other family members	3.8	3.0	1.3
Unrelated persons	5.9	7.5	10.0
Neither Male nor Female Head	(11.42% = 100.0%)	(10.35% = 100.0%)	(6.58% = 100.0%)
Alone	—	—	—
Adult children	29.8%	28.6%	33.3%
Teenage children	24.6	25.1	16.7
School-age children	6.1	4.8	3.0
Pre-school children	0.9	0.9	—
Adult relatives	7.9	3.9	6.1
Other family members	2.6	2.9	7.6
Unrelated persons	28.1	33.8	33.3
	(100.0%)	(100.0%)	(100.0%)

NUMBER OF PERSONS PER TRIP ORIGINATING IN ONTARIO - JUNE 14, 1966 TO JUNE 14, 1967



CHAPTER SIX

MODE OF TRANSPORTATION

Table XV refers to the mode of transportation used in all trip categories by Ontario households, June 15, 1966 to June 14, 1967.

The passenger car was the mode of transportation used most frequently in all trip categories, as follows:

Trip Category	In per cent of all Trips
Vacation	86.9%
Personal	92.8%
Business	85.6%

Commercial airlines were used as follows:

Trip Category	In per cent of all Trips
Vacation	6.3%
Personal	0.9%
Business	11.2%

Comparison was made of mode of travel by season and no significant variation was observed with the exception of an increase in air travel on business trips during the spring and summer, as may be seen in the following breakdown by season:

Business Trips on Commercial Airlines	
Season	In per cent of all Business Trips
Spring	14.5%
Summer	13.9%
Fall	10.3%
Winter	5.0%
(*)Average – all Seasons 11.2%	

Further examination of the use of commercial airlines on business trips originating in the five regions into which the province was divided for purposes of the study revealed the following:

Business Trips – Commercial Airlines	
Region of Origin	In per cent of all Business Trips
Central	0.8%
Northern	7.0%
Eastern	17.4%
Metropolitan Horseshoe	18.1%
Western	6.6%
Weighted Average for Ontario – 11.2%	

Note: (*) All averages in the report are weighted.

The heavily concentrated business and administrative centres in the Metropolitan Horseshoe (Toronto and Hamilton) and Eastern (Ottawa) Regions generated a very high usage of commercial airlines.

This trend was also noted in a previous study – *“The Travel Habits and Expenditures of Metropolitan Toronto Households, 1966”*, which showed that 17.0 per cent* of business trips using commercial airlines as mode of transportation, originated in Metropolitan Toronto households.

Business Trips by Passenger Car

Usage of passenger car on business trips originating in the five Regions of this study was as follows:

Region of Origin	In per cent of all Business Trips
Central	91.2%
Northern	93.5%
Eastern	76.2%
Metropolitan Horseshoe	79.8%
Western	92.3%
Weighted Average for Ontario – 85.6%	

The more intensive use of commercial airlines on business trips originating in the Eastern and Metropolitan Horseshoe Regions was offset by less usage of the passenger car on this type of trip.

Number of Miles per Trip, by Passenger Car

The majority of trips in all categories, as previously noted, were taken by passenger car, and the average round-trip mileage for trips taken by this mode of transportation was calculated to be as follows:

Trip Category	Average Mileage per Trip taken by Passenger Car
Vacation	464 miles
Personal	177 miles
Business	229 miles
Weighted average mileage – all trip categories by Passenger Car – 224 miles	

Vacation trips generated the highest average mileage, followed by business, and then by personal trips.

Source: (*) *“Analysis of the Travel Habits and Expenditures of Metropolitan Toronto Households, 1966”*, Travel Research Branch, Ontario Department of Tourism and Information, Table VII, p.38.

The average number of trips taken per Ontario household during the study period was 8.35*. Breakdown of this figure by trip category was as follows:

Trip Category	Average Number of Trips per Ontario Household per Year
Vacation	1.32
Personal	5.99
Business	1.04
Average — all Trips	8.35

Passenger cars were used as mode of transportation in 86.9 per cent of vacation trips, 92.8 per cent of personal trips, and 85.6 per cent of business trips. (See Table XV.) On the basis of this information, and given the average number of miles per trip, as above, the following information was obtained.

Trip Category	Passenger Car Usage in per cent of all Trips	Average Number of Trips per Ontario Household	Number of Trips by Passenger Car	Average Milage per Trip	Total Milage All Trips By Passenger Car
	(1)	(2)	$\frac{(1) \times (2)}{100} = (3)$	(4)	(3) x (4) = (5)
Vacation	86.9%	1.32	1.15	464	534
Personal	92.8%	5.99	5.56	177	984
Business	85.6%	1.04	0.89	229	204
Total milage by passenger car per household — all trip categories. 1,722 miles					

The estimated average milage per Ontario vehicle in 1966 was 9,200** and taking this number as 100 per cent of all trips of any kind whatsoever, the average milage per vehicle on all trip classifications covered by this study was calculated as follows:

Percentage of Vacation, Personal and Business (***) Trip Milage Compared with the Average Yearly Milage of all Trips Taken by Ontario Households	
Average milage per Ontario vehicle, 1966	9,200 = 100%
Average milage per vehicle — all trip categories contained in this study	1,722 = 19%

Note: *See Chapter One, p.16 .

Source: (**) Ontario Department of Highways, Research Branch

Note: (***) See Definitions, page — 9

From "*The Study of the Travel Habits and Expenditures of Metropolitan Toronto Households*" done in 1964-65, it was found that the average mileage per vehicle on business and personal trips taken by passenger car was 2,688 vehicle miles, or 26.9 per cent.*

Although this is considerably higher than the figure shown here for Ontario households (1,722) it is probably due to the fact that the respondents sampled in the Metropolitan Toronto Study must travel on the average greater distances from Metro Toronto to their summer residences and resort and recreation areas than for instance, do residents of Ottawa or North Bay. As well as the fact that the studies were based on widely different samples (Ontario and Metro Toronto), it should also be noted that the Ontario sample included all trips of more than 25 miles in one direction from place of residence, and the Metropolitan Toronto sample included all trips beyond Metro boundaries, many of which could have been less than 25 miles.

Starting Date of Trips

Table XVI shows the starting date of trips in all categories.

Commencement dates of business and personal trips were fairly uniform throughout the year, with a slightly lower percentage of these taking place during the winter.

Naturally, there was a heavy concentration of commencement dates for vacation trips during the summer. From June 15th to September 6th, 64.6 per cent of all vacation trips taken by Ontario households started in that period.

The remaining 35.4 per cent of vacation trips were taken during the other three seasons.

Note: (*) *Analysis of the Travel Habits and Expenditures of Metropolitan Toronto Households, 1966* — Ontario Department of Tourism and Information, Travel Research Branch Report No. 5, p.26.

TABLE XV

MODE OF TRANSPORTATION USED ON TRIPS

ORIGINATING IN ONTARIO HOUSEHOLDS

JUNE 15, 1966 TO JUNE 14, 1967

Mode of Transportation	Vacation Trips	Personal Trips	Business Trips
Automobile	86.9%	92.8%	85.6%
Bus	6.4	4.1	2.8
Train	5.1	2.1	4.9
Commercial Airlines	6.3	0.9	11.2
Ship or Boat	2.2	0.6	0.2
Did Not State	1.5	1.4	1.7
TOTAL	108.4%*	101.9%*	106.4%*

Note: *Totals add to more than 100% due to multiple modes per trip

TABLE XVI

STARTING DATE OF VACATION, PERSONAL AND BUSINESS TRIPS BY ONTARIO

HOUSEHOLDS, BY TWO WEEK PERIODS

JUNE 15, 1966 TO JUNE 14, 1967

Starting Date of Trip	Vacation Trips In % of Respondents	Personal Trips In % of Respondents	Business Trips In % of Respondents
Before June 15, 1966	1.1%	0.9%	1.7%
June 15 – June 28	4.9	5.7	5.1
June 29 – July 12	12.1	6.0	3.8
July 13 – July 26	13.5	4.6	3.9
July 27 – Aug. 9	14.9	4.2	2.2
Aug. 10 – Aug. 23	11.1	4.6	2.8
Aug. 24 – Sept. 6	8.1	4.5	2.5
Sept. 7 – Sept. 14*	2.5	1.9	2.9
Sept. 15 – Sept. 28	2.9	6.4	4.9
Sept. 29 – Oct. 12	2.9	5.9	3.9
Oct. 13 – Oct. 26	1.3	4.2	3.8
Oct. 27 – Nov. 9	1.8	3.3	3.3
Nov. 10 – Nov. 23	1.1	3.7	3.9
Nov. 24 – Dec. 7	0.3	2.6	4.9
Dec. 8 – Dec. 14*	0.5	1.2	1.7
Dec. 15 – Dec. 28	2.7	4.3	1.9
Dec. 29/66 – Jan. 11/67	1.2	2.7	3.2
Jan. 12 – Jan. 25	0.8	2.5	3.8
Jan. 26 – Feb. 8	0.5	2.0	3.4
Feb. 9 – Feb. 22	0.7	2.7	4.2
Feb. 23 – Mar. 8	1.0	3.0	4.0
Mar. 9 – Mar. 14*	0.5	1.4	2.0
Mar. 15 – Mar. 28	2.4	3.8	4.6
Mar. 29 – Apr. 11	1.2	2.2	3.7
Apr. 12 – Apr. 25	1.1	2.5	3.8
Apr. 26 – May 9	1.0	2.5	4.0
May 10 – May 23	3.0	4.4	3.4
May 24 – June 6	2.2	3.5	3.6
June 7 – June 14*	1.8	2.3	2.0
Did Not State	0.9	0.5	1.1
Total	100.0%	100.0%	100.0%

Note: * – One week period only

CHAPTER SEVEN

FACILITIES USED BY ONTARIO HOUSEHOLDS ON TRIPS

TAKEN FROM JUNE 15, 1966 TO JUNE 14, 1967

(a) Accommodation

Tables XVII and XVIII refer to the type of accommodation used on all trips generated by Ontario households during the period of study.

In many cases, particularly on Personal and Business trips, overnight accommodation was not required.

Trip Category – NO Accommodation Required	In per cent of all Respondents
Vacation	15.7%
Personal	56.5%
Business	54.6%

This factor has also been illustrated in Graph No. 10.

Next, those trips which did require overnight accommodation were classified by type of accommodation used. This factor, which is highly relevant to the tourist industry, is shown in Table XVIII and Graph No. 11.

Accommodation Used on Business Trips

It was found that commercial hotel or motel accommodation was used for 71 per cent of all business trips requiring overnight accommodation compared with 20 per cent usage of homes or cottages of friends or relatives. This is almost identical with the pattern revealed in the earlier study – *“Analysis of the Travel Habits and Expenditures of Metropolitan Toronto Households, 1966”*.

Further comparison of the type of accommodation used during the two studies showed:

Type of Accommodation used on Business Trips	In per cent of all Respondents	
	Ontario Households	Metropolitan Toronto Study
Commercial hotel/motel	71.00%	74.65%
Resort/lodge	1.40	3.73
Home or cottage of friend/relative	20.20	11.13
Own or rented cottage/cabin	3.60	3.92
Camping	3.80	—
Other	—	6.57
Total	100.00%	100.00%

Accommodation Used on Personal and on Vacation Trips

Comparison of data obtained in the Ontario and in the Metropolitan Toronto studies revealed a similarity in pattern of type of accommodation used, although in this report, personal trips were separated into two categories – vacation and personal.

Graph No. 11 shows a disparate usage of commercial hotel and motel accommodation on personal and vacation trips generated by Ontario households compared with home or cottage of friends or relatives.

Trip Category	Commercial Hotel/Motel	Home/Cottage of Friend/Relative
Vacation	24.3%	43.1%
Personal	11.6%	61.9%

Personal trips generated a very high utilization of homes or cottages of friends or relatives.

Usage of commercial hotel and motel accommodation on vacation trips was more than double that of personal trips accompanied by less frequent usage of home or cottage of friend or relative.

The weighted average for each trip category was calculated and the percentage of overnight accommodation used in all categories was found to be as follows:

Type of Overnight Accommodation Used	All trips — Ontario Households in per cent
Commercial hotel/motel	21.9%
Resort/lodge	2.4
Home or cottage of friend/relative	51.8
Own or rented cottage/cabin	16.5
Camping	7.4
Total	100.0%

Again, there was close similarity in the percentage of overnight accommodation used in this study and that of Metropolitan Toronto Households carried out in 1965.

Type of Accommodation Used, By Destination

Accommodation used on all types of trips where overnight accommodation was required was analysed by destination of trips in Table XIX.

The home or cottage of friends or relatives was the prime accommodation used, being about 56 per cent for Ontario destinations, and more or less uniform throughout the thirty-two vacation areas. The use of commercial hotels or motels was well above average in the more northern areas of the province.

The use of own or rented cottage or cabin averaged about twenty per cent for the province, with notable exceptions in the Huronia — Lake Simcoe, Madawaska Valley, Haliburton and Muskoka vacation areas. As these are the major private cottage areas used by southern Ontario households, their average of about fifty per cent of the accommodation used in the area was as expected.

Camping facilities were used to a higher degree in Algonquin Park and Manitoulin Island areas.

Destinations outside of Ontario indicated a much higher use of commercial hotel or motel facilities (about 50%) than within the province. Use of home or cottage of friends or relatives was still remarkably high outside the province, and was just slightly under the average for Ontario.

It must be mentioned that some caution should be used in interpreting the percentage usage for the thirty-two vacation areas and the U.S.A., as any extended trips would at times require the use of accommodation in an area or areas other than the final destination area.

TABLE XVII

TYPE OF ACCOMMODATION USED ON ALL TRIPS

GENERATED BY ONTARIO HOUSEHOLDS

JUNE 15, 1966 TO JUNE 14, 1967

Type of Accommodation	In Per Cent of all Respondents		
	Vacation Trips	Personal Trips	Business Trips
Commercial Hotel/Motel	22.4%	4.8%	31.3%
Holiday Resort	3.5	0.8	0.6
Home or Cottage of Friends/Relatives	39.7	25.7	8.9
Own or Rented Cottage/Cabin	16.0	7.7	1.6
Camping	10.5	2.5	1.7
En Route	1.8	0.7	0.4
None Required	15.7	56.5	54.6
Did Not State	2.7	2.4	2.8
TOTAL	112.3%*	101.1%*	101.9%*

Note: (*) Totals of more than 100% caused by multiple usage.

TABLE XVIII

TYPE OF ACCOMMODATION USED ON ALL TRIPS
GENERATED BY ONTARIO HOUSEHOLDS
WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED
JUNE 15, 1966 TO JUNE 14, 1967

Type of Accommodation	In per cent of Respondents requiring overnight accommodation		
	Vacation Trips	Personal Trips	Business Trips
Commercial Hotel/Motel	24.3%	11.6%	71.0%
Holiday Resort	3.8	1.9	1.4
Home or Cottage of Friends/Relatives	43.1	61.9	20.2
Own or Rented Cottage/Cabin	17.4	18.6	3.6
Camping	11.4	6.0	3.8
TOTAL	100.0%	100.0%	100.0%

TABLE XIX

TYPE OF ACCOMMODATION USED ON TRIPS TO DESTINATIONS SHOWN

(WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED)

BY RESIDENTS OF ONTARIO

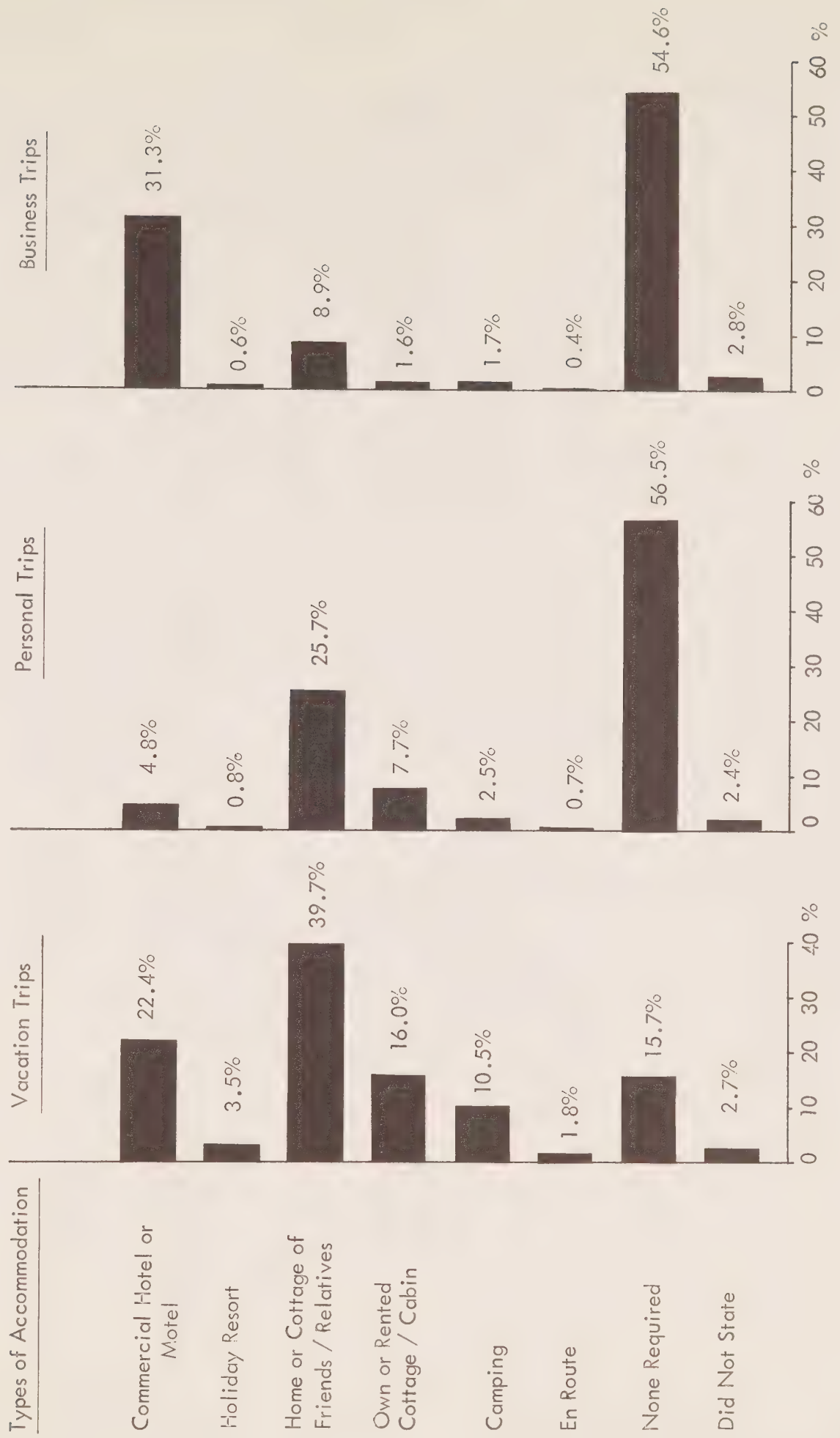
JUNE 15, 1966 TO JUNE 14, 1967

Destination	Commercial Hotel/ Motel	Holiday Resort	Home or Cottage of Friends/ Relatives	Own or Rented Cottage/ Cabin	Camping	Total
Kent-Essex	17.9%	— %	65.1%	4.7%	12.3%	100%
Lambton-Sarnia	4.3	—	62.3	10.2	23.2	100%
Central Erie	12.8	0.7	70.1	9.8	6.6	100%
Mid-Western	8.6	1.1	75.4	9.4	5.5	100%
Niagara-Iroquoia	16.8	1.0	66.6	8.2	7.4	100%
Metropolitan	22.4	0.6	67.5	7.2	2.3	100%
Huronia-Lake Simcoe	8.9	1.8	38.1	45.0	6.2	100%
Kawartha Lakes	7.8	0.4	45.9	37.2	8.7	100%
Great Pine Ridge	6.9	1.4	58.4	13.9	19.4	100%
Bay of Quinte	7.6	—	65.1	10.6	16.7	100%
Hastings-Land O'Lakes	10.0	10.0	30.0	26.7	23.3	100%
Rideau Lakes-1000 Islands	13.9	0.9	56.5	20.0	8.7	100%
Seaway Valley	31.3	2.1	58.3	—	8.3	100%
Lower Ottawa Valley	20.1	2.7	69.2	6.0	2.0	100%
Upper Ottawa Valley	12.7	1.3	54.4	21.5	10.1	100%
Madawaska Valley	4.3	2.1	21.3	55.3	17.0	100%
Haliburton	—	2.5	42.0	54.3	1.2	100%
Muskoka	9.4	9.9	33.5	43.3	3.9	100%
Grey-Bruce	10.4	4.0	52.0	28.7	4.9	100%
Parry Sound	5.4	—	48.6	41.9	4.1	100%
Algonquin Park	19.4	—	16.7	22.2	41.7	100%
Nipissing	31.7	8.5	37.8	17.1	4.9	100%
Sudbury	14.3	1.3	57.1	11.7	15.6	100%
Manitoulin	14.3	—	38.1	14.3	33.3	100%
Algoma	18.4	—	49.0	22.4	10.2	100%
Golden Route-101	25.6	—	32.6	34.8	7.0	100%
Temiskaming	25.8	3.2	54.8	9.7	6.5	100%
James Bay Frontier*	69.2	—	30.8	—	—	100%
Thunder Bay	16.4	10.5	35.8	13.4	23.9	100%
Rainy River*	20.0	—	70.0	10.0	—	100%
Lake of the Woods*	44.5	—	44.4	11.1	—	100%
Patricia*	40.0	—	50.0	10.0	—	100%
TOTAL ONTARIO	14.6	2.0	55.9	19.9	7.6	100%
CANADA OUTSIDE ONTARIO	40.3	5.3	41.1	6.5	6.8	100%
UNITED STATES	51.8	2.2	37.0	3.3	5.7	100%
OUTSIDE CONTINENTAL NORTH AMERICA	50.6	7.7	38.4	3.3	—	100%
TOTAL, ALL DESTINATIONS	22.0	2.5	51.9	16.4	7.2	100%

Note: (*) To be treated with caution due to limited size of sample.

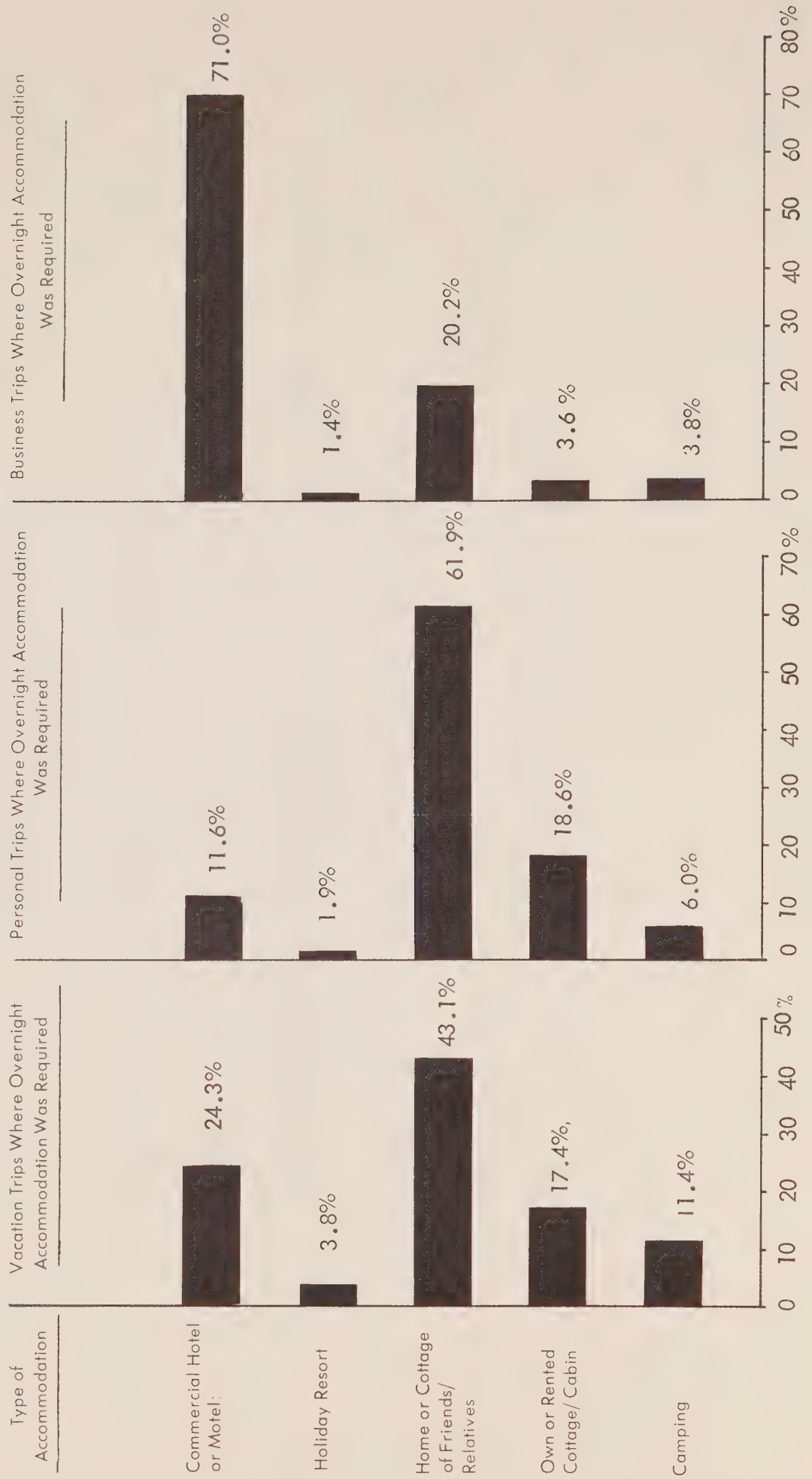
TYPE OF ACCOMMODATION USED ON TRIPS ORIGINATING IN ONTARIO JUNE 15, 1966 TO JUNE 14, 1967

GRAPH NO. 10



TYPE OF ACCOMMODATION USED ON TRIPS ORIGINATING IN ONTARIO
WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED
JUNE 15, 1966 TO JUNE 14, 1967

GRAPH NO. II



CHAPTER EIGHT

FACILITIES USED – OTHER THAN OVERNIGHT ACCOMMODATION

The number and type of facilities used on all trips generated by Ontario households from June 15, 1966 to June 14, 1967, other than for overnight accommodation, are shown in Table XX and Graph No. 12.

Facilities of all kinds (other than overnight accommodation) were used less during business trips than in either of the other two trip categories.

Business Trips

A majority (58.8%) of those taking business trips reported that none of the usual trip facilities were used; 46.3 per cent used some facilities, and 8.2 per cent, "did not state". Except for a slight decrease during the winter, there was no substantial variation throughout the year.

Personal Trips

Of those taking personal trips, 60.2 per cent used one or more facilities, and 49.2 per cent used none.

Vacation Trips

The greatest number and variety of facilities were used during vacation trips, and naturally, in most cases, there was multiple usage.

Those facilities most frequently used on vacation trips were:

1st	—	Shopping	—	44.2%
2nd	—	Parks	—	25.9%
3rd	—	Historical sites and museums	—	22.7%
4th	—	Entertainment	—	22.3%
5th	—	Sports	—	15.5%

Table XXI contains data on usage of facilities during vacation and personal trips throughout the four seasons. For some facilities, variation by season was quite substantial, particularly in the use of park facilities:

Personal and Vacation Trips during:	Park Facilities Used
Summer	22.6%
Fall	5.5%
Winter	1.0%
Spring	6.4%

Incidence of use of trailer facilities while on vacation and personal trips throughout the seasons was as follows:

Personal and Vacation Trips during:	Trailer Facilities Used
Summer	2.5%
Fall	0.2%
Winter	0.2%
Spring	0.4%

Visitation of historical sites and museum facilities throughout the four seasons was as follows:

Personal and Vacation Trips during:	Historical Sites and Museum Facilities Used
Summer	11.7%
Fall	4.3%
Winter	2.8%
Spring	9.2%
Average — for year: 7.9%	

Usage of sports facilities throughout the four seasons are shown below:

Personal and Vacation Trips during:	Sports Facilities Used
Summer	11.0%
Fall	3.3%
Winter	9.8%
Spring	5.1%
Average — for year: 7.8%	

Entertainment facilities were used slightly less in summer and winter than in the fall and spring.

Use of shopping facilities did not vary essentially throughout the year.

No significant incidence of change was noted in a comparison made of the above facilities in each of the five Regions into which the province was divided for the purposes of this Study.

Summary

- The most intensive utilization of facilities was made during vacation trips.
- Facilities were used least during business trips than in any other trip category.
- Use of facilities was highest in the summer months, and lowest in the winter.

TABLE XX

FACILITIES USED ON TRIPS (OTHER THAN ACCOMMODATION)

GENERATED BY ONTARIO HOUSEHOLDS

JUNE 15, 1966 TO JUNE 14, 1967

Facilities Used**	In Per Cent of all Respondents		
	Vacation Trips	Personal Trips	Business Trips
Parks	25.9%	8.5%	3.0%
Trailer Facilities	3.2	0.7	1.0
Shopping Facilities	44.2	25.9	21.3
Historical Sites, Museums	22.7	4.6	4.0
Sports Facilities	15.5	6.1	1.8
Entertainment	22.3	12.5	14.5
Playgrounds	5.6	1.9	0.7
SUB-TOTAL	139.4%	60.2%	46.3%
No Facilities	22.9	49.2	58.8
Did Not State	6.9	6.0	8.2
TOTAL	169.2%(*)	115.4%(*)	113.3%(*)

Note: (*) Total adds to more than 100% because of multiple usage of facilities.

** Parks – for camping, picnics, swimming, etc.

Trailer Facilities – rented space, water, electricity, etc.

Sports Facilities – for golf, riding, swimming, bowling, etc.

Entertainment – theatre, bandshells, etc.

TABLE XXI

FACILITIES USED ON VACATION AND PERSONAL TRIPS

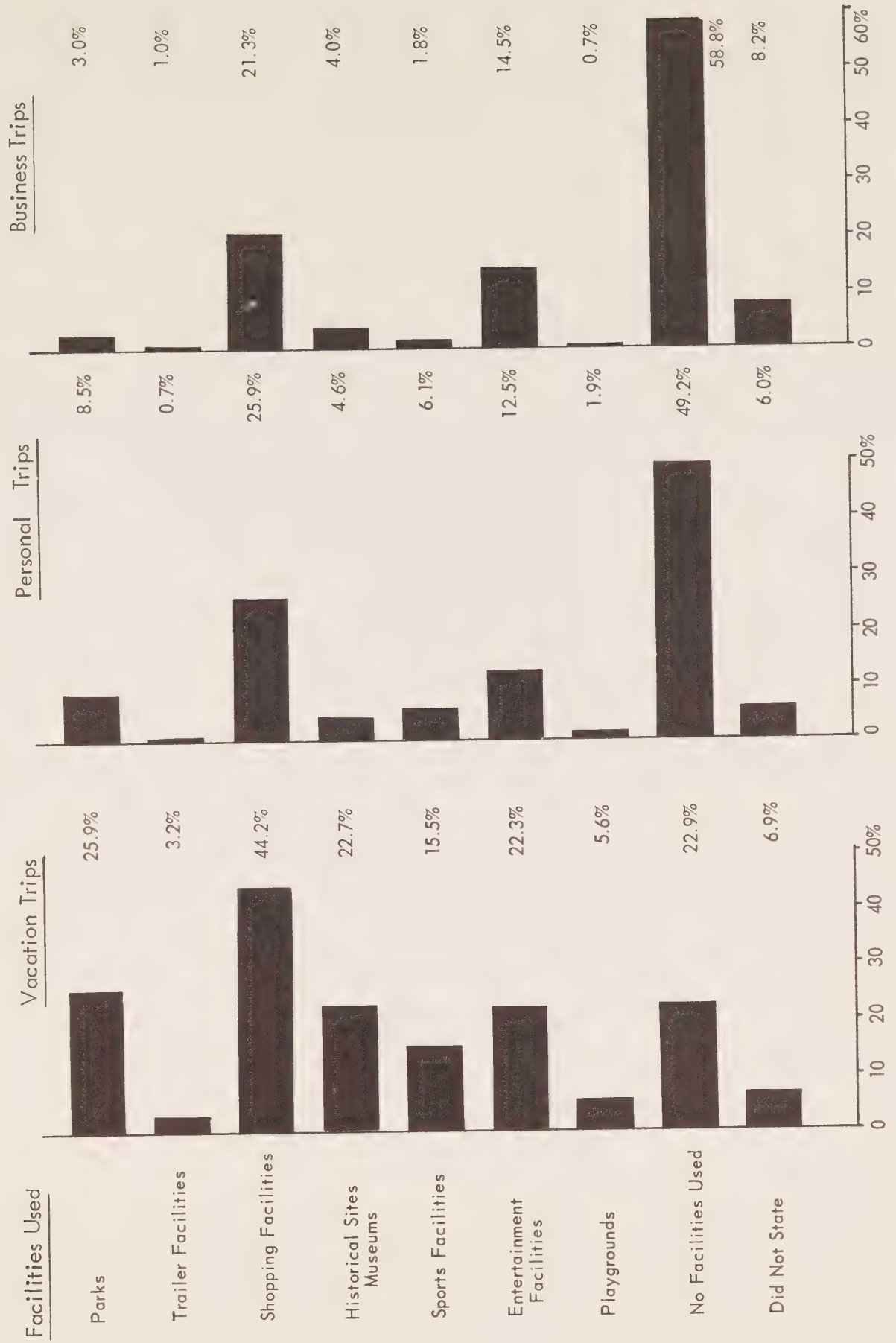
GENERATED BY ONTARIO HOUSEHOLDS, BY SEASON

JUNE 15, 1966 TO JUNE 14, 1967

Facilities Used	In per cent of all Respondents				
	Summer	Fall	Winter	Spring	Norm For Year
Parks	22.6%	5.5%	1.0%	6.4%	11.6%
Trailer Facilities	2.5	0.2	0.2	0.4	1.1
Shopping Facilities	25.4	32.0	29.0	33.3	29.2
Historical Sites, Museums	11.7	4.3	2.8	9.2	7.9
Sports Facilities	11.0	3.3	9.8	5.1	7.8
Entertainment	10.2	17.1	14.0	19.1	14.3
Playgrounds	4.9	0.9	0.5	1.8	2.6
SUB - TOTAL	88.3%	63.3%	57.3%	75.3%	74.5%
No Facilities Used	39.2	45.1	51.6	48.2	44.5
Did Not State	8.6	9.1	2.1	0.9	6.1
TOTAL	136.1%	117.5%	111.0%	124.4%	125.1% ^(*)

Note: ^(*) Totals add to more than 100% because of multiple use of facilities.

FACILITIES (OTHER THAN ACCOMMODATION) USED ON TRIPS
GENERATED BY ONTARIO HOUSEHOLDS, JUNE 15, 1966 TO JUNE 14, 1967



CHAPTER NINE

TRAVEL EXPENDITURE

Trip Expenditure by Destination

Table XXII takes into account data on expenditures made by Ontario households on trips taken from June 15, 1966 to June 14, 1967 by specific destination:

Ontario
Rest of Canada
United States
Western Europe and Middle East
Caribbean and Mexico

The percentage of respondents in each expenditure group was shown as well as the percentage of total expenditure for each destination area.

In 94 per cent of all trips having their destination in Ontario, up to \$49 per trip was spent.

On trips to the rest of Canada (outside of Ontario) 76.5 per cent of the respondents spent between \$50 to \$149 per trip.

One-half of all trips taken to the United States were in the \$50 to \$149 group; 15 per cent cost \$150 to \$399, and approximately 9 per cent, more than \$400.

It is significant that almost 40 per cent of the total trip expenditure in the United States was generated by only 9 per cent of trips in the "more than \$400 grouping", i.e., of \$155,298,633 spent by Ontario residents on trips to the United States, \$61,234,251 was spent on trips costing more than \$400 per trip. Quite likely these were winter trips taken to California, Florida, or Colorado and Vermont.

Sixty per cent of the trips taken to Western Europe and the Middle East generated an expenditure of \$400 to \$1,399 per trip, and the remaining 40 per cent, an expenditure of over \$1,400 each.

All trips taken to the Caribbean were in the \$400 to \$1,399 group.

Travel Expenditure by Type of Trip

Table XXIII compares expenditures by trip category. Average expenditures per trip were as follows:

Vacation \$167.56
Personal \$28.94
Business \$65.73

This table also shows the frequency of distribution of each expenditure grouping. It is interesting to note that almost 70 per cent of vacation trips cost between \$50 and \$149 per trip.

Personal trips accounted for 95.5 per cent of the total number of trips costing up to \$49 each, and 55.2 per cent of business trips cost this amount.

Average expenditure per season, and total average for the year were as follows:

Trip Category	Spring	Summer	Fall	Winter	Year
Vacation	\$207.83	\$147.92	\$175.72	\$272.67	\$167.56
Personal	25.68	37.19	25.79	22.93	28.94
Business	52.36	107.69	60.47	43.74	65.73
Average					
— all Trip Categories	\$ 47.80	\$ 75.16	\$ 41.15	\$ 42.32	\$ 55.37

There was little variation in the amount of expenditure by season during personal trips, the average expenditure for the year being \$28.94, and the highest average seasonal expenditure was in summer (\$37.19).

Average expenditure on business trips was also highest in summer (\$107.69), and lowest (\$43.74) in winter. Because of the higher incidence of vacation factor in business trips taken during the summer, and the greater usage of facilities in the summer months, expenditures were higher.

Travel Expenditure by Category

Graph No. 13 shows travel expenditures by category of all trips originating in Ontario households from June 15, 1966 to June 14, 1967.

Travel Fares	16.6%	76.9%
Own car	14.9	
Lodgings	14.3	
Meals or snacks	12.2	
Household supplies	8.1	
Souvenirs or gifts	4.0	
Clothing or accessories	6.8	
Other	23.1	
	<u>100.0%</u>	

Table XXIV gives the following information on all main categories of expenditure:

1. Frequency of trips with expenditure in category
2. Per cent of total expenditure
3. Average expenditure in category

Examination of trip frequencies with expenditures in category showed that vacation trips had the highest incidence (471.7%). Business trips were second with 267.9 per cent, and personal trips lowest with 240.6 per cent. (Totals are more than 100 per cent because of overlapping of expenditures in some categories.)

Table XXV summarized trip expenditures by selected category. The main observations were that expenditures for lodgings were required during 32.7 per cent of vacation trips, compared with only 6.2 per cent of personal trips.

The frequency of expenditure for meals and snacks while on vacation and personal trips was of similar magnitude; 63.9 per cent of respondents purchasing these on vacation trips, compared with 45.8 per cent of respondents on personal trips.

Household supplies were purchased for 43 per cent of vacation trips; 21.9 per cent of personal trips, and only 8.4 per cent of business trips.

Car expenditures were made in all trip categories. There was a slightly lower incidence in the case of business trips offset by the greater utilization of other modes of transportation on this type of trip.

Average expenditures by category made on vacation trips were as follows:

Category	Average Expenditure per VACATION Trip
Travel fares	\$195.00
Own car expenses	25.00
Lodgings	91.00
Meals or snacks	30.00
Household supplies	\$ 35.00

The high average expenditure on vacation travel fares was probably due to the greater number of these trips taken to relatively more distant destinations.

Average duration of vacation trips was approximately one week and the average expenditure for all selected categories, approximately \$168.

Personal trips definitely cost least, as indicated below:

Category	Average Expenditure per PERSONAL Trip
Travel fare	\$23.00
Own car	7.00
Lodgings	27.00
Meals or snacks	6.00
Household supplies	\$11.00

Significantly, the highest expenditure on business trips was made on travel fares and lodgings.

Category	Average Expenditure per BUSINESS Trip
Travel fare	\$86.00
Own car	10.00
Lodgings	45.00
Meals or snacks	15.00
Household supplies	\$10.00

Seventy-five per cent of the total expenditure on business trips was made in the five basic categories shown in Table XXV and in addition, there was an average expenditure per trip of \$36 for entertainment (movies, nightclubs, lounges, etc.). (See Table XXIV.)

Personal trips lacked this concentration of expenditures in the five basic categories shown above. However, in this category, approximately 30 per cent of the total expenditure was generated by "shopping".

TABLE XXII

TRIP EXPENDITURE BY DESTINATION AREA

ON TRIPS ORIGINATING IN ONTARIO

JUNE 15, 1966 TO JUNE 14, 1967

DESTINATION:	Ontario		Rest of Canada		United States		Western Europe and Middle East		Caribbean and Mexico	
Trip Expenditure	% of Respondents In Each Expenditure Grouping	Per Cent of Total Expenditure	% of Respondents In Each Expenditure Grouping	Per Cent of Total Expenditure	% of Respondents In Each Expenditure Grouping	Per Cent of Total Expenditure	% of Respondents In Each Expenditure Grouping	Per Cent of Total Expenditure	% of Respondents In Each Expenditure Grouping	Per Cent of Total Expenditure
\$ 0 - \$ 49	94.00%	88.65%	— %	— %	25.13%	8.58%	— %	— %	— %	— %
50 - 149	6.00	11.35	76.54	42.83	50.65	27.64	—	—	—	—
150 - 399	—	—	13.70	22.66	15.17	24.35	—	—	—	—
400 - 1,399	—	—	9.76	34.51	8.65	33.58	60.00	45.39	100.00	100.00
1,400 or Over	—	—	—	—	0.40	5.85	40.00	54.61	—	—
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

TABLE XXIII

COMPARATIVE EXPENDITURES FOR VACATION, PERSONAL AND

BUSINESS TRIPS, ONTARIO HOUSEHOLDS

JUNE 15, 1966 TO JUNE 14, 1967

Expenditure Grouping	VACATION TRIPS		PERSONAL TRIPS		BUSINESS TRIPS	
	Per Cent of Respondents	Per Cent of Total Expenditure	Per Cent of Respondents	Per Cent of Total Expenditure	Per Cent of Respondents	Per Cent of Total Expenditure
\$ 0 - \$ 49	14.16%	3.41%	95.47%	84.78%	55.18%	23.99%
50 - 149	68.92	35.54	4.25	10.87	37.35	36.90
150 - 399	7.63	12.10	0.20	2.09	6.36	24.02
400 - 1,399	7.92	33.01	0.08	2.26	0.95	11.33
1,400 or Over	1.37	15.94	—	—	0.16	3.76
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

AVERAGE EXPENDITURE

\$167.56

\$28.94

\$65.73

TABLE XXIV

TRAVEL EXPENDITURES BY TRIPS ORIGINATING IN ONTARIO

BY CATEGORY

JUNE 15, 1966 TO JUNE 14, 1967

Category	Frequency of Trips with Expenditure in Category			Per cent of Total Expenditure			Average Expenditure in Category		
	Per Cent of All Vacation Trips	Per Cent of All Personal Trips	Per Cent of All Business Trips	Vacation Trips	Personal Trips	Business Trips	Vacation Trips	Personal Trips	Business Trips
Travel Fares	18.1%	8.0%	17.7%	21.8%	6.7%	25.5%	\$ 195	\$ 23	\$ 86
Own Car Expenses	75.3	75.4	64.2	11.9	20.2	11.1	25	7	10
Own Boat Expenses	5.0	3.7	0.4	0.3	0.8	0.1	11	5	8
Rented Cars	1.3	0.2	2.1	1.1	0.1	1.3	142	22	37
Taxis and Limousines	6.1	1.8	11.1	0.3	0.3	1.8	9	4	9
Toll and Ferry Charges	13.3	3.7	2.3	0.5	0.3	0.1	6	2	3
Lodgings	32.7	6.2	27.7	18.5	6.2	20.8	91	27	45
Meals or Snacks	63.9	45.8	64.0	11.9	11.1	16.2	30	6	15
Household Supplies, etc.	43.0	21.9	8.4	9.3	9.2	1.4	35	11	10
Camera Equipment and Film	18.6	4.3	1.5	1.1	0.7	0.5	9	4	19
Souvenirs and Gifts	31.2	10.4	9.2	3.9	4.8	2.0	20	12	12
Clothing and Accessories	26.2	10.8	8.5	5.6	9.7	3.4	35	24	24
Personal Articles	17.8	6.0	5.3	0.7	1.0	0.3	6	4	3
Other Merchandise	10.0	6.2	5.7	2.2	12.8	8.1	35	56	85
Sports Equipment, etc.	5.4	1.4	0.8	0.4	0.3	—	12	5	4
Sports Facilities Charges	11.0	3.5	1.1	0.8	0.6	0.1	11	4	6
Licenses, Permits, Guides	9.5	2.4	0.5	0.5	0.4	—	9	4	3
Other Recreation	5.2	1.9	0.2	0.4	6.5	—	12	91	6
Spectator Sports	2.0	1.9	1.3	0.3	0.4	0.2	21	5	7
Sightseeing Tours	15.3	2.1	1.7	1.7	0.6	0.3	18	7	10
Theatre, Movies, Concerts	12.8	4.4	4.4	0.9	1.0	0.5	11	6	7
Nightclubs, Lounges, etc.	18.1	7.9	14.5	3.1	3.4	3.9	28	11	16
Other Entertainment	6.2	2.5	1.3	0.6	0.6	0.3	15	6	13
Housekeeper, Baby Sitters	3.7	2.1	2.2	0.7	0.5	0.7	30	6	18
Expenses of Boarding Pets	3.2	0.6	0.5	0.2	0.1	—	11	5	4
Miscellaneous Expenditure	12.7	3.1	7.2	0.8	0.4	0.6	9	3	4
Other Expenditures	4.1	2.4	4.1	0.5	1.3	0.8	18	14	12
TOTAL	471.7%	240.6%	267.9%	100.0%	100.0%	100.0%			

TOTAL	471.7%	240.6%	267.9%	100.0%	100.0%	100.0%
TOTAL WEIGHTED AVERAGE EXPENDITURE PER VACATION TRIP	—	\$167.56				
" " " "	"	"	"	"	"	"
" " " "	"	"	"	"	"	"
TOTAL WEIGHTED AVERAGE EXPENDITURE PER PERSONAL TRIP	—	\$28.94				
" " " "	"	"	"	"	"	"
TOTAL WEIGHTED AVERAGE EXPENDITURE PER BUSINESS TRIP	—	\$65.73				

TABLE XXV

TRAVEL EXPENDITURES MADE DURING ALL TRIPS ORIGINATING

IN ONTARIO HOUSEHOLDS, BY SELECTED CATEGORIES

JUNE 15, 1966 TO JUNE 14, 1967

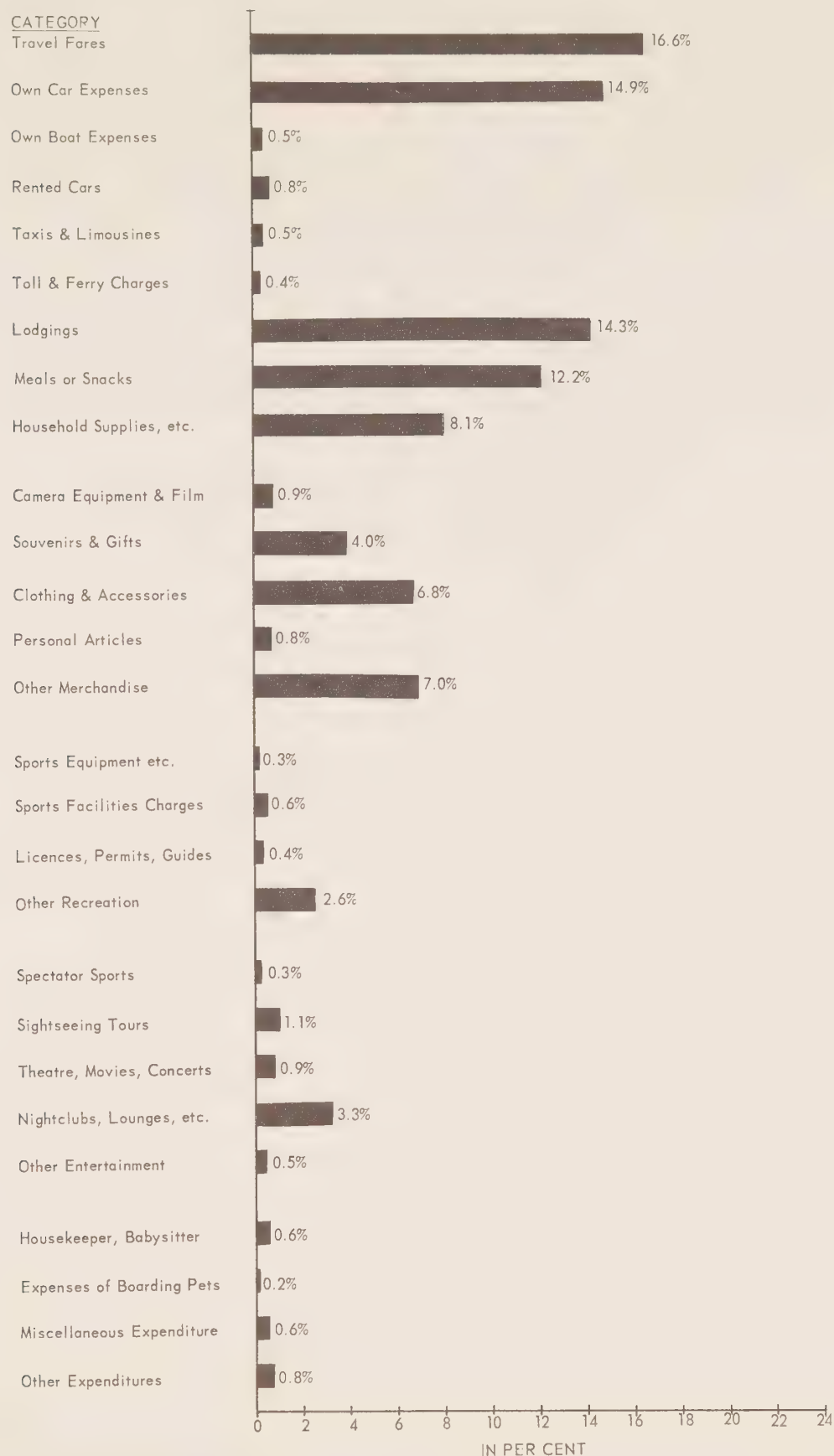
Category	Frequency of Trips with Expenditure in Category in Per Cent			Per cent of Total Expenditure			Average Expenditure in Category		
	Vacation	Personal	Business	Vacation	Personal	Business	Vacation	Personal	Business
Travel Fares	18.1%	8.0%	17.7%	21.8%	6.7%	25.5%	\$195	\$23	\$86
Own Car Expenses	75.3	75.4	64.2	11.9	20.2	11.1	25	7	10
Lodgings	32.7	6.2	27.7	18.5	6.2	20.8	91	27	45
Meals or Snacks	63.9	45.8	64.0	11.9	11.1	16.2	30	6	15
Household Supplies	43.0	21.9	8.4	9.3	9.2	1.4	\$ 35	\$11	\$10
	Total —			73.4%	53.4%	75.0%			

Total Weighted Average Expenditure per Vacation Trip — \$167.56

" " " " " Personal Trip — \$ 28.94

" " " " " Business Trip — \$ 65.73

TRAVEL EXPENDITURES ON ALL TYPES OF TRIPS ORIGINATING IN ONTARIO
BY CATEGORY—JUNE 15, 1966 TO JUNE 14, 1967



CHAPTER TEN

COMPARATIVE EXPENDITURES MADE ON BUSINESS, VACATION AND PERSONAL TRIPS

Data referring to comparative expenditures in all trip categories is included in Table XXVI

Vacation Trips

As noted previously, the average cost per vacation trip was \$168. However, there was a significant variation in the average number of respondents using different types of accommodation on vacation trips.

In order of magnitude, average expenditure by type of accommodation used per vacation trip was as follows:

Type of Accommodation Used	Average Expenditure per VACATION Trip
Resort hotel	\$630.00
Commercial hotel/motel	414.00
En route	316.00
Home or cottage of friend/relative	163.00
Own or rented cottage/cabin	128.00
Camping	124.00
Did not state	47.00
No accommodation used	\$ 31.00

Table XXVI also gives the incidence of respondents using the various types of accommodation. As the average expenditure per vacation trip for different types of accommodation varied, the incidence of respondents using a certain type of accommodation and corresponding percentages of the total expenditure made also varied.

For example:

Resort hotels

- 3.7% of respondents using resort hotels generated
- 10.4% of the total expenditure
- expenditure per party was more than three times the average for all vacation trips.

Commercial hotel or motel

- 22.2% of respondents generated
- 41.5% of the total expenditure
- average expenditure per trip was more than double that of either of the other trip categories.
- this type of accommodation, included with resort hotels, generated more than half of the total expenditure on vacation trips.

Home or cottage of relative/friend

- 38.1% of respondents generated
- 28.1% of the total expenditure on vacation trips

Own or rented cottage/cabin

- 15.9% of respondents generated
- 9.2% of the total expenditure on vacation trips
- the average expenditure per vacation trip by respondents using their own or rented cottage or cabin was \$128. This of course does not mean that cottage-goers spent an average of only \$128 per year as in many cases, more than one trip per year was taken. For cottage owners, expenditures on items other than travel, such as maintenance and taxes, would also have been made.

Personal Trips

The average expenditure per trip during personal trips during the sampling period was \$29. There was no significant variation, with the exception of those respondents who used commercial hotel or motel accommodation in which event, the average expenditure per trip was \$107.

Although more than half of all respondents did not require overnight accommodation on this type of trip, they generated 34 per cent of the total expenditure.

Business Trips

The average cost of business trips was \$66 per trip. The average varied considerably according to the type of accommodation used.

Type of Accommodation Used	Average Expenditure per BUSINESS Trip
Holiday resort	\$502.00
Commercial hotel/motel	139.00
Home or cottage of relative/friend	68.00
En route	55.00
Own or rented cottage/cabin	26.00
Camping	107.00
Did not state	19.00
No accommodation required	\$ 21.00

Business trip expenditure was highest where holiday resort accommodation was used and in most cases, this would be during conventions, conferences or seminars. The very low percentage (0.6%) of respondents using this type of accommodation on business trips generated 4.8 per cent of the total expenditure indicating the significant economic importance of business meetings and conventions to the tourist industry.

Approximately 30 per cent of respondents who used commercial hotels or motels on business trips generated 65.7 per cent of the total expenditure.

The next most important group were those respondents who did not require overnight accommodation on business trips (46.7%) but generated 15.5 per cent of the total expenditure on this type of trip.

Respondents who used homes or cottages of friends or relatives (8.7%) on business trips generated almost 10 per cent of the total expenditure in this trip category.

Summary – Accommodation Expenditures

Commercial hotels and motels, together with resort hotels, were the most lucrative type of accommodation used by respondents in all trip categories.

As stated in the report *"Tourism Development and Economic Growth"*^{*}, "... the financing of hotel investment can be considered as the basis of financing the tourism industry".

Source (*) *Tourism Development and Economic Growth*, Organization for Economic Co-operation and Development, Paris, 1967, p.30.

TABLE XXVI

COMPARATIVE EXPENDITURES FOR VACATION, PERSONAL AND BUSINESS TRIPS

BY TYPE OF ACCOMMODATION

JUNE 15, 1966 TO JUNE 14, 1967

Type of Accommodation	VACATION TRIPS			PERSONAL TRIPS			BUSINESS TRIPS		
	Per Cent of Respondents	Per Cent of Expenditure	Average	Per Cent of Respondents	Per Cent of Expenditure	Average	Per Cent of Respondents	Per Cent of Expenditure	Average
Commercial Hotel/Motel	22.2%	41.5%	\$ 414.00	4.7%	17.9%	\$ 107.00	29.8%	65.7%	\$ 139.00
Holiday Resort	3.7	10.4	630.00	0.8	1.1	39.00	0.6	4.8	502.00
Home or Cottage of Relative/Friend	38.1	28.1	163.00	24.3	28.6	33.00	8.7	9.4	68.00
Own or Rented Cottage/Cabin	15.9	9.2	128.00	7.5	7.6	28.00	1.6	0.7	26.00
En Route	1.7	2.4	316.00	0.7	1.1	45.00	0.4	0.3	55.00
Camping	10.3	5.8	124.00	2.4	5.5	63.00	1.7	2.9	107.00
None Used	15.2	2.1	31.00	51.3	34.0	18.00	46.7	15.5	21.00
Did Not State	2.1	0.5	47.00	2.2	4.2	55.00	2.5	0.7	19.00
Average Expenditure per trip	109.2%	100.0%	\$ 168.00	93.9%	100.0%	\$ 29.00	92.0%	100.0%	\$ 66.00

CAPITAL EXPENDITURE ON RECREATION EQUIPMENT
BY ONTARIO HOUSEHOLDS, 1966

In addition to the travelog used throughout the period of study (June 15, 1966 to June 14, 1967) a special questionnaire was designed and used during the first three-month sampling period (June, July and August, 1966) in order to obtain data on household expenditures and items related to travel.

Using the same sample as for the travelog, respondents were asked what their expenditures were during the last twelve months on the following items:

Automobiles
Cottages or cabins
Boats
Sports equipment
Other outdoor equipment

Data obtained from this "extra" questionnaire was analysed and the average expenditure per household on each of the above items was found, and shown in Table XXVII.

The average expenditure on automobiles, new and used, and on automobile equipment such as tires, car radios, etc. amounted to \$485 per household.*

By multiplying this average expenditure by the number of households in Ontario, the total expenditure on these items was estimated:

$$\$485 \times 1,878,444 = \$911,045,340.$$

Nineteen per cent** of the average yearly mileage per Ontario vehicle was made in all trip categories as defined for the purposes of this study; therefore the average automotive expenditure made by Ontario households on this type of travel could be estimated as:

$$19\% \text{ of } \$485 = \$92.15.$$

The total automotive expenditure by Ontario households on the three trip categories as defined by the study was therefore:

$$\$92.15 \times 1,878,444 = \$173,098,614.$$

The average annual expenditure on cottages and cabins per Ontario household, was \$25, or a total of approximately \$47 millions.

The average expenditure per household on boats was \$19, or a total of approximately \$35.7 millions.

The average expenditure was approximately \$3.8 millions for all Ontario households, for ski equipment, or \$2 per year per household included in the sample.

According to the "Report on Skiers, 1966"*** Ontario households spent \$5.3 millions in 1966 on ski equipment. The significant difference between the two estimates is not completely disparate, because of the more intensive approach to those actually participating in the sport during the Skiing Study.

An average of \$6 per sampled household, or a total of approximately \$11.3 millions for Ontario, was spent on snowmobiles, three times the expenditure for ski equipment, showing the tremendous potential for development of this sport in Ontario. (This figure coincides with a figure obtained from the Ontario Federation of Snowmobile Clubs for that year.)

"Other equipment", such as camping tents and trailers, fishing and hunting gear, luggage, sportswear, etc. amounted to an average expenditure of \$56 per household, or a total of approximately \$105.2 millions for the province.

Note: (*) An attempt was made to validate the expenditure per household on new and used cars by comparing with Dominion Bureau of Statistics retail sales data, and with Ontario Retail Sales Tax data. However, in both cases, isolation of this particular data was not possible.

Note: (**) See Chapter Six, p. 56

Note: (***) *Report on Skiers in Ontario, 1966* — Ontario Department of Tourism and Information, Travel Research Branch, Report No. 14.

The report "*A Short Economic Evaluation of Hunting and Fishing in Ontario*" * indicated that Ontario resident hunters spent an average of \$30 per year for hunting equipment such as ammunition, guns, sports clothing, etc. or a total of \$12,971,850 in addition to trip and license costs. The average expenditure per household in this sample was \$3, or a total of approximately \$5.6 millions for the whole province, on hunting equipment, although \$26.3 millions were spent altogether on sportswear, and \$5.6 millions on luggage.

The following is a summary of capital spending on automobile expenditure for business, vacation and personal trips, and on recreation equipment during 1966, by Ontario households:

Item	Amount
Share of automobile expenditure corresponding to milage on personal, vacation and business trips (19% of total milage per year, all Ontario vehicles)	\$173,098,614
Cottage or camp	46,961,100
Boats	35,690,436
Winter sports equipment	15,027,552
Other	105,192,864
Total	\$375,970,566

Comparison of the amount of expenditure on these items covered by the Ontario Households study with those of the Hunting and Fishing study, shows that the above are conservative estimates. It is hoped that there will be a repeat of this type of study in about five years time, and a comparison and analysis made of the two periods.

Note: (*) *A Short Economic Evaluation of Hunting and Fishing in Ontario*, Travel Research Branch, Dept. of Tourism and Information, 1966, p.4.

TABLE XXVII

CAPITAL SPENDING ON RECREATION EQUIPMENT

ONTARIO HOUSEHOLDS – 1966

	Average Expenditure per household 1966	Number of Households In Ontario 1966	Total Expenditure by Ontario Households
	(1)	(2)	(1) × (2) = (3)
Automobile – all uses			
New cars	\$336	1,878,444	\$ 631,157,184
Used cars	125		234,805,500
Car radios	1		1,878,444
Tires	14		26,298,216
Other car purchases	9		16,905,996
	<u>\$485</u>		<u>\$ 911,045,340</u>
Automobile – Vacation, Personal and Business Trips:	Average mileage per Vehicle = 19% (*) = \$92.15	(19% of \$485) × 1,878,444 =	\$ 173,098,614
Cottage or Camp			
Furniture or fixtures	\$ 2		\$ 3,756,888
Appliances	4		7,513,776
Building supplies	10		18,784,440
Rent	2		3,756,888
Other	7		13,149,108
	<u>\$ 25</u>		<u>\$ 46,961,100</u>
Boat			
Boats, motors, accessories	\$ 18		\$ 33,811,992
Boat trailers	1		1,878,444
	<u>\$ 19</u>		<u>\$ 35,690,436</u>
Winter Sport Equipment			
Skis, Ski boots, etc.	\$ 2		\$ 3,756,888
Skidoo or snowmobile	6		11,270,664
Ice fishing equipment	—		—
	<u>\$ 8</u>		<u>\$ 15,027,552</u>
Other			
Camping-tenting equipment	\$ 6		\$ 11,270,664
Camping trailers	11		20,662,884
Truck campers	5		9,392,220
Fishing equipment	2		3,756,888
Hunting equipment	3		5,635,332
Luggage or baggage	3		5,635,332
Clothing (sports, outdoors)	14		26,298,216
Other travel purchases	12		22,541,328
	<u>\$ 56</u>		<u>\$ 105,192,864</u>
<u>Total – all Sections</u>	<u>\$593</u>		<u>\$1,113,917,292</u>
Average expenditure per household – total of Automobile expenditures on vacation, personal and business trips, plus remaining Sections –	<u>\$200.15</u>	– Total	<u>\$ 375,970,566</u>

(*) See Chapter Six, p. 56

SOCIO-ECONOMIC ASPECTS AND TRAVEL HABITS OF ONTARIO HOUSEHOLDS

The socio-economic aspects of Ontario households and related travel habits are shown in Table XXVIII.

For purposes of this analysis, the households sampled were divided into the following classifications:

- (a) Those taking one or more vacation trips
- (b) Those taking one or more personal trips
- (c) Those taking business trips
- (d) Those taking no trips

Examination of each of these classifications disclosed that households which generated business trips had a very high incidence of ownership of single detached homes. The lowest occurrence of ownership of single detached homes was in the "no trips" classification, and those households taking one or more vacation or personal trips were in strata between.

Similarly, there was a high incidence of professional, managerial, and executive occupations among heads of households which generated business trips. In households generating "no trips" there was a high incidence of skilled workers, and again, households generating personal and business trips only, were in the middle socio-economic strata.

The same tendency was observed on examination of the educational background of heads of households; those which generated most business trips having a higher education than those which had "no trips".

A parallel trend was observed with regard to family income, and car-ownership data.

Table XXIX provided information on the regular receipt of daily newspapers and Canadian and American periodicals by Ontario households, by type of trip taken. Those households generating business trips had the highest receipt of newspapers and periodicals; those generating "no trips", the lowest, and those generating one or more vacation or personal trips were in between.

It is interesting to note the very high incidence of regularly received daily newspapers and periodicals in all classifications of Ontario households.

The percentages by trip type generated were as follows:

Trip Type	Percentage of Ontario Households receiving Daily Newspapers
Business	93.7%
One or more personal	90.4%
One or more vacation	84.6%
No trips	86.9%
Average — all Ontario households: 87.8%	

Socio-economic aspects of Ontario households, by household possessions owned, and by ownership of secondary homes were shown in Table XXX.

The most interesting data revealed by this Table was the very high incidence of ownership of boats (sailboats, inboard and outboard motor boats, rowboats, or canoes). An average of 20.4 per cent of all Ontario households included in the sample owned some type of boat.

The percentage of boat ownership by trip type classification was as follows:

Trip type	Percentage of Ontario Households owning Boats
Business	31.2%
One or more vacation trips	29.7%
One or more personal trips	24.1%
No trips	13.3%

The number of households owning boats even among those not taking any trips was surprisingly high. This is true with regard to ownership of other durable goods; for instance, an average of 91.3 per cent of all Ontario households own television sets.

Another interesting fact revealed in Table XXX was the high incidence of ownership of cottages, lodges or farms; an average of 10.9 per cent of Ontario households having such secondary homes.

Distribution of secondary homes in Ontario households, by trip type classification, was as follows:

Trip type	Percentage of Ontario Households owning Secondary Residences (cottage/lodge/farm)
Business	16.4%
One or more vacation trips	14.8%
One or more personal trips	13.5%
No trips	7.2%

Again in this case, there was a higher incidence of secondary home ownership in households generating business trips, and the lowest in households which generated "no trips".

Table XXXI refers to the total annual milage of all cars (including model and year) owned by Ontario households in the sample, and the trip types generated by households owning them.

This Table shows the same tendency as others in this series, in that the annual milage per car was highest in households generating business trips and lowest in households generating "no trips".

Summarizing, it could be stated that the households which generated business and other trips are in an upper socio-economic bracket, the head of this type of household is well-educated, earns a better than average income, owns a modern car, drives more, has more household possessions, and more frequently, owns a secondary residence.

In spite of the few significant differences mentioned above, generally ownership of durable goods by Ontario households tends to be uniform.

SELECTED STATISTICS ON SOCIO-ECONOMIC ASPECTS AND TRAVEL HABITS OF

ONTARIO HOUSEHOLDS, BY TYPE OF TRIP

JUNE 15, 1966 TO JUNE 14, 1967

ONTARIO HOUSEHOLDS TAKING:

	One or More Vacation Trips	One or More Personal Trips	Business Trips	No Trips	Average for all Ontario Households
Type of Residence					
<u>Owned Accommodation:</u>					
Single Detached House	77.5%	75.6%	78.0%	72.2%	74.5%
Attached House, Etc.	5.6	4.6	4.2	5.9	5.4
Apartment or Rooms	0.9	1.4	1.4	1.1	1.2
<u>Rented Accommodation:</u>					
Single Detached House	6.7	9.2	8.7	9.0	8.5
Attached House, Etc.	3.4	3.6	3.7	5.0	4.2
Apartment or Rooms	5.2	5.3	3.7	6.5	5.8
Did Not State	0.7	0.3	0.3	0.3	0.4
	100.0%	100.0%	100.0%	100.0%	100.0%
Occupation-Head of Household					
Professional					
Managerial, Executive	22.5%	23.3%	38.3%	13.9%	19.3%
Skilled Workers	28.1	30.5	21.0	32.6	30.6
Clerical, Office, Etc.	13.3	12.1	10.6	9.7	11.3
Other	35.3	33.6	29.8	43.1	38.1
Did Not State	0.8	0.5	0.3	0.7	0.7
	100.0%	100.0%	100.0%	100.0%	100.0%
Education-Head of Household					
Public or Grade School	24.8%	24.9%	16.2%	34.6%	29.0%
Part Tech or High	32.9	33.0	26.3	35.5	34.0
Full Tech or High	22.4	22.5	23.1	19.1	21.0
Part University, College	6.0	6.3	9.3	4.1	5.3
Full University, College	7.8	9.6	17.0	4.7	7.3
Other	4.9	3.2	7.6	1.3	2.7
Did Not State	1.2	0.5	0.5	0.7	0.7
	100.0%	100.0%	100.0%	100.0%	100.0%
Family Income					
Under \$6,000	36.5%	39.0%	28.8%	46.8%	41.7%
\$6,000 to \$9,999	35.1	35.5	33.9	31.9	33.9
\$10,000 or more	16.3	17.2	26.4	10.6	14.3
Did Not State	12.1	8.3	10.9	10.7	10.1
	100.0%	100.0%	100.0%	100.0%	100.0%
Car Ownership					
Do Not Own Car	11.3%	8.8%	4.0%	22.2%	15.1%
Own One Car	64.7	68.3	66.2	62.7	65.1
Own Two or More Cars	23.5	20.6	28.0	13.6	18.2
Did Not State	0.5	2.3	1.8	1.5	1.6
	100.0%	100.0%	100.0%	100.0%	100.0%
Family Composition					
Children Under 12 Only	27.9%	35.1%	37.1%	32.0%	32.5%
Teenagers Only	14.8	15.3	13.3	11.5	13.4
Teenagers & Children Under 12	20.6	18.1	22.2	18.8	19.0
Family of Adults Only	36.5	30.8	27.4	37.4	34.7
Did Not State	0.2	0.7	—	0.3	0.4
	100.0%	100.0%	100.0%	100.0%	100.0%
Family Size					
One	5.4%	3.3%	3.1%	5.5%	4.6%
Two	24.4	22.1	19.9	24.8	23.6
Three	15.0	20.0	14.8	16.8	17.6
Four	24.3	20.0	20.8	19.7	20.7
Five or More	29.9	33.8	40.4	31.1	32.1
Did Not State	1.0	0.8	1.0	2.1	1.4
	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE XXIX

SOCIO-ECONOMIC ASPECTS – ONTARIO HOUSEHOLDS

Regular Receipt of Daily Newspapers and Canadian
and American Periodicals By Trip Types

JUNE 15, 1966 TO JUNE 14, 1967

	ONTARIO HOUSEHOLDS TAKING:				
	One or More Vacation Trips	One or More Personal Trips	Business Trips	No Trips	Average for all Ontario Households
<u>Regular Receipt of Daily Newspaper</u>					
Receive a Daily Newspaper	84.6%	90.4%	93.7%	86.9%	87.8%
Do Not Receive Newspaper	3.3	3.6	2.1	7.7	5.3
Did Not State	12.1	6.0	4.2	5.4	6.9
	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Canadian Magazines Received Regularly</u>					
None Received	4.6%	10.3%	7.6%	20.3%	13.5%
Time	15.0	11.6	20.4	7.3	10.5
Star Weekly	23.1	24.4	25.9	21.8	22.8
The Standard	0.9	2.3	1.3	1.0	1.4
TV Guide	29.0	30.3	26.4	24.8	27.6
MacLeans	16.5	17.4	24.6	11.8	14.8
Saturday Night	4.0	3.4	4.8	1.4	2.6
Chatelaine	27.7	28.4	37.3	18.3	23.8
Reader's Digest	35.1	36.8	40.7	24.3	30.8
Did Not State	21.9	11.0	9.8	16.3	15.6
<u>American Periodical Publications Received</u>					
None	14.8%	32.9%	22.3%	44.5%	34.1%
Life	9.5	8.3	11.4	6.3	7.8
Look	3.1	2.6	2.4	2.9	2.8
Saturday Evening Post	4.5	5.1	6.3	3.2	4.1
McCalls	6.1	5.2	7.2	2.5	4.2
Ladies Home Journal	6.4	5.6	8.5	3.2	4.7
Newsweek	0.8	0.7	1.3	0.9	0.8
U.S. News & World Report	0.1	—	—	0.1	0.1
Red Book	2.7	3.2	2.7	2.0	2.6
Parents Magazine	1.3	1.3	1.4	0.9	1.1
Other Periodicals	25.7	33.2	43.6	18.6	25.4
Did Not State	47.4	26.0	23.0	28.8	31.5

TABLE XXX

SOCIO-ECONOMIC ASPECTS – ONTARIO HOUSEHOLDS

Household Possessions and Ownership of
Secondary Homes

JUNE 15, 1966 TO JUNE 14, 1967

ONTARIO HOUSEHOLDS TAKING:					
	One or More Vacation Trips	One or More Personal Trips	Business Trips	No Trips	Average for all Ontario Households
<u>Household Possessions</u>					
Sail Boat	3.3%	1.8%	3.1%	1.0%	1.7%
Outboard Motor Boat	15.6	13.9	15.8	7.6	11.5
Inboard Motor Boat	0.5	0.6	1.0	0.6	0.6
Rowboat or Canoe	10.3	7.8	11.3	4.1	6.6
Outboard Motor	15.1	13.5	15.1	6.9	10.9
Television Set	86.8	92.7	93.1	92.1	91.3
Radio-AM only	66.1	70.2	74.4	66.5	67.9
Radio-FM only	10.0	8.4	9.5	8.2	8.6
Radio-Combination AM/FM	39.7	39.0	44.4	30.5	35.4
Hi-Fi or Stereo Equipment	38.8	40.8	49.7	28.8	35.2
Tape Recorder	15.6	14.9	19.0	10.6	13.1
Still Camera	75.9	79.3	86.3	61.3	70.7
Movie Camera	22.3	23.0	29.6	17.9	20.8
Snowmobile	1.0	1.5	2.6	0.7	1.1
Total	401.0%	407.4%	454.9%	336.8%	375.4%
<u>Ownership of Secondary Homes</u>					
Cottage, Lodge, Farm, Etc.	14.8%	13.5%	16.4%	7.2%	10.9%
House or Camping Trailer	12.3	7.9	9.8	3.7	6.9
Other Camping Equipment	14.7	16.0	19.3	7.7	12.1
None Mentioned	65.6	69.7	63.2	83.9	75.2
Total	107.4%	107.1%	108.7%	102.5%	105.1%

TABLE XXXI

SOCIO-ECONOMIC ASPECTS – ONTARIO HOUSEHOLDS

Car Ownership

JUNE 15, 1966 TO JUNE 14, 1967

	ONTARIO HOUSEHOLDS TAKING:				
	One or More Vacation Trips	One or More Personal Trips	Business Trips	No Trips	Average for all Ontario Households
<u>Total Annual Milage of All Cars Owned</u>					
Average Annual Milage	14,247	13,390	15,438	12,111	13,116
<u>Model Year of Newest Car</u>					
Pre 1962	29.0%	26.7%	22.6%	35.4%	30.6%
1962–1967	69.7	72.0	76.0	63.0	68.0
Did Not State	1.3	1.3	1.4	1.6	1.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%
<u>Any Car In Household Bought New</u>					
One or More Bought New	62.9%	59.0%	68.8%	53.3%	57.7%
No Car Bought New	31.9	37.7	27.6	41.4	37.8
Did Not State	5.2	3.3	3.6	5.3	4.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%

General

A great many details concerning the travel habits of Ontario households have been dealt with in this report in the form of Statistical Tables. Although some of these may appear complicated, there was no other way of presenting, in easily accessible form, the enormous amount of statistics obtained from the study.

The most important disclosure was that Ontario households took an average of 8.35 trips during the year. The average number of trips by category per year, per household, was as follows:

Vacation	1.32 trips
Personal	5.99 "
Business	1.04 "
Total	8.35 trips

A total of 15.7 million trips was reported by Ontario households between June 15, 1966 and June 14, 1967, approximately 72 per cent of which were personal (visiting friends and/or relatives, other personal reasons, or shopping), 12.5 per cent were business, and 15.8 per cent, vacation trips.

Examination of expenditures made revealed that almost half of the \$868.8 million total expenditure on trips was generated by vacation trips.

Personal trips generated 38 per cent of the total expenditure on all trips, and business trips, 15 per cent.

Because of the high economic importance of vacation trips to the tourist industry, Ontario householders should be persuaded by effective advertising, and by provision of attractive facilities, to vacation within the province.

The City of Toronto was the destination of a great many trips of all types made by Ontario households during 1966-67, showing there is a large potential for tourism in the Metropolis. It was the destination of many trips taken to visit friends or relatives, to shop, for entertainment and for business reasons; and all of these factors could be utilized in promoting and developing the many interesting attractions in the area to serve these visitors.

Another important factor brought to light by this study was that the average income for those Ontario families who took trips in 1966-67 was \$7,410, of which approximately \$462, or 6.2 per cent was spent on direct disbursements for travel. In addition, approximately \$593 capital expenditure was made on items relating to travel such as automobiles, boats, cottages, skiing, hunting and fishing equipment, outdoor recreation clothing, etc. (See Table XXVII).

It has been estimated there will be 2.5 million households in Ontario by 1980. If the same real income is in effect then as in 1966, approximately \$1.2 billion will likely be spent as direct expenditure on travel. If Ontario householders continue to spend half their tourist dollars in Ontario, this figure will amount to \$600 millions by 1980.

It has been estimated there will be 3.5 million households in Ontario by 2000. Assuming each household will have the same real income as in 1966-67 and will continue to spend 6.2 per cent on direct travel disbursements, this would amount to \$1.6 billion, approximately \$800 million of which would be spent in the province of Ontario.

However, the Canadian Economic Council has estimated an average income increase of 4 per cent per year, and by 1980, the total family income of the 2.5 million households then in existence in Ontario could amount to \$32.4 billion.

Estimated:	Year 2000
Number of Ontario households	3.46 million
Total family income per year	\$97.4 billion
Direct travel expenditure (6.2% of total family income)	\$ 6.1 billion
Travel expenditure in Ontario (Approx. 50% of \$6.1 billion)	\$ 3.1 billion

The above figures provide some indication of the potential growth of tourism in the province.

With the expected 4 per cent per year increase in family income as estimated by the Canadian Economic Council, and the increase in leisure time, an even greater proportion of family income would likely be spent on direct travel expenditures.

In the light of future air travel expansion and reduction of fares and travel time, and to maintain the present situation whereby Ontario households spend approximately half of their tourist dollars in Ontario, tourist facilities and accommodation with every possible refinement and attraction must be planned.

The growing demand for all kinds of accommodation and outdoor recreation facilities was one of the main reasons why the province has initiated a Tourism and Outdoor Recreation Plan which will reveal "where" and "what kind" of demand will be generated by Ontario households as well as by potential visitors from the rest of Canada and the United States. Even more basically, the study will ensure that sufficient suitable land is reserved to fill these requirements far into the future.

According to this study, approximately 8 per cent of the total family income was spent on capital goods or housing, the majority of which were purchased for use in Ontario (e.g. boats, cottages, cottage maintenance materials, etc.), and unless the present level of Ontarians who take their vacations in Ontario is maintained, there will be a loss of revenue not only of the direct expenditure of tourist dollars in Ontario, but much of the capital expenditure on the above items could also possibly be reduced.

Ontario households generate a very high volume of trips and the province should act to keep these and potential visitors, well informed of the variety of attractions available in our cities and in the countryside.

APPENDIX

TRAVEL LOG

TRAVEL LOG

RECORD OF TRIP 1		RECORD OF TRIP 1		RECORD OF TRIP 1	
1. Dates of Trip Please enter below, the date the trip started, and the date the trip ended. Be sure to enter the month, even if the trip started and finished on the same day (e.g., May 10th to June 7th, May 30th to May 30th, etc.). Date started Date finished		6. Destination What was the destination, or the farthest point reached, on this trip? (Give full information — e.g., Stowe, Vermont, U.S.A., or Muskoka Lakes, Ontario, Canada).		10. Total Amount Spent on Trip What was the total amount of money spent on this trip \$ No money spent <input type="checkbox"/>	
2. Type of Trip Was this trip all or part of an annual vacation? <input type="checkbox"/> 1 All or part of vacation <input type="checkbox"/> 2 Not all or part of annual vacation		7. Method of Travel What method of travel was used? (If more than one method check both — e.g., commercial airline and car.) Automobile <input type="checkbox"/> 1 Total miles driven: write in Bus <input type="checkbox"/> 2 Train <input type="checkbox"/> 3 Commercial airlines <input type="checkbox"/> 4 Ship or boat <input type="checkbox"/> 5 Other method (specify)		11. Breakdown of How Money Spent How was the money spent? (Please breakdown into the following categories as accurately as possible and check to be sure the total adds to the total given above for each trip taken). (a) Travel fares (trains, ship, buses, airplanes, etc.) \$ (b) Own car expenses (money spent on gas, oil, maintenance during or in preparation for trip) \$ (c) Own boat expenses (money spent on gas, oil, maintenance during or in preparation for trip) \$ (d) Rented cars (rental and insurance) \$ (e) Taxis and limousines \$ (f) Toll and ferry charges \$ (g) Lodgings (hotels, cottage rental, etc.) \$ (h) Meals or snacks (purchased at any refreshment establishment) \$ (i) Household supplies, groceries and beverages (for cottage, camping, picnics, etc.) \$	
3. Total Number of People on Trip How many people went on this trip No		8. Type of accommodation What type of accommodation, or lodging were used on this trip? Commercial hotel or motel <input type="checkbox"/> 1 Holiday resort (lodge, dude ranch, etc.) <input type="checkbox"/> 2 Homes or cottages of relatives or friends <input type="checkbox"/> 3 Own or rented cottage or cabin <input type="checkbox"/> 4 Stayed on boat, train, car, etc.) <input type="checkbox"/> 5 Other (specify) <input type="checkbox"/> 6 None used <input type="checkbox"/> 7		12. Miscellaneous Expenditures (breakdown by the following categories) (a) Camera equipment and film \$ (b) Souvenirs and gifts \$ (c) Clothing and accessories \$ (d) Personal (drugs, cosmetics, toiletries, sundries, etc.) \$ (e) Other merchandise (specify by type) \$ (f) No merchandise expenditures <input type="checkbox"/>	
4. Specific People on Trip What specific people went on this trip? (Enter number of people from each category who went on trip). Male head of your household <input type="checkbox"/> 1 Female head of your household <input type="checkbox"/> 2 Adult children (over 19 years) No Teenage children (13 - 19 years) No School age children (6 - 12 years) No Pre-school children (under 6 years) No Other adult relatives (aunts, uncles, grandparents, cousins, etc.) No Other family members No Other people outside family (friends, etc.) No		9. Other Facilities Used What other facilities were used on this trip? Parks (for camping, picnics, swimming, etc.) <input type="checkbox"/> 1 Trailer facilities (rented space, water, electricity, etc.) <input type="checkbox"/> 2 Shopping facilities <input type="checkbox"/> 3 Historical sights and museums <input type="checkbox"/> 4 Sports facilities (for golf, riding, swimming, bowling) <input type="checkbox"/> 5 Entertainment facilities (theatre, bands, shells, etc.) <input type="checkbox"/> 6 Playgrounds <input type="checkbox"/> 7 Other facilities (specify) None used <input type="checkbox"/> 8		13. Miscellaneous Expenditures (breakdown by the following categories) (a) Expense of hiring housekeeper or baby sitters \$ (b) Expense of boarding pets \$ (c) Miscellaneous expenditures (for tips, cleaning, valet service, beauty salons, barbers, steam baths, laundry, etc.) \$ (d) Other expenditures (specify) \$ (e) No Miscellaneous expenditures <input type="checkbox"/>	
5. Reasons for Trip What was the reason for this trip? (If there was more than one reason — e.g., business and entertainment, be sure to check both under "main reason" and "secondary reasons"). Business conventions <input type="checkbox"/> 1 Other business <input type="checkbox"/> 2 Non-business conventions (Rotary, Shriners, etc.) <input type="checkbox"/> 3 Personal or family affairs (death, illness, selling family business, etc.) <input type="checkbox"/> 4 Shopping <input type="checkbox"/> 5 Hunting and/or fishing <input type="checkbox"/> 6 Other outdoor recreation (golf, tennis, etc.) <input type="checkbox"/> 7 Entertainment (theatre, movies, concerts, spectator sports, etc.) <input type="checkbox"/> 8 Sightseeing, pleasure driving, or general relaxation <input type="checkbox"/> 9 Visiting friends or relatives (at home or cottage) <input type="checkbox"/> 10 Other reasons (specify)		14. Miscellaneous Expenditures (breakdown by the following categories) (a) Expense of hiring housekeeper or baby sitters \$ (b) Expense of boarding pets \$ (c) Miscellaneous expenditures (for tips, cleaning, valet service, beauty salons, barbers, steam baths, laundry, etc.) \$ (d) Other expenditures (specify) \$ (e) No Miscellaneous expenditures <input type="checkbox"/>		15. Miscellaneous Expenditures (breakdown by the following categories) (a) Expense of hiring housekeeper or baby sitters \$ (b) Expense of boarding pets \$ (c) Miscellaneous expenditures (for tips, cleaning, valet service, beauty salons, barbers, steam baths, laundry, etc.) \$ (d) Other expenditures (specify) \$ (e) No Miscellaneous expenditures <input type="checkbox"/>	

APPENDIX 2

SURVEY RESEARCH LIMITED 1129 Leslie Street Don Mills, Ontario

LOG NO. _____	INTERVIEWER'S NAME _____
RESPONDENT'S NAME _____	_____
ADDRESS _____	DATE _____
POSTAL AREA _____	DIARY PLACED ON:
TELEPHONE NO. _____	First Contact () Personally ()
	Second Contact By _____
	Third Contact telephone () _____
	Fourth Contract _____

1. HOUSEHOLD COMPOSITION

- a) Would you please tell me how many persons there are in your household including babies? Circle correct number: 1 2 3 4 5 6 7 8 9 10 or more.
- b) How many persons are there in your household in each of the following age groups —

Age Group	Male	Female	Office Use Only
Under 6 years	---	---	
6 - 12 years	---	---	
13 - 19 years	---	---	
20 - 34 years	---	---	
35 - 49 years	---	---	
50 years and over	---	---	

2. OCCUPATION

- a) Would you please tell me what type of work the head of the household does? (Fireman, bookkeeper, etc.)
(PRINT) _____
- b) And what type of Company does he or she work for?
(Railroad, telephone, steel mill, etc.)
(PRINT) _____

Office Use only

3. EDUCATION OF HEAD OF HOUSEHOLD

Would you please tell me into which of the following education levels does the head of the household fall. That is in which of the following stages was the last grade or year completed? (Check one category only)

Public or Grade School () 1	Part University or College () 4	Graduate or Professional Studies after University Graduation () 6
Part of High or Technical School () 2	Graduated University or College () 5	
Finished High or Technical School () 3		

4. LANGUAGE SPOKEN

What language is spoken most by the members of your household at home? (Check one category only)

English () 1 French () 2 German () 3 Italian () 4 Hungarian () 5
Ukrainian () 6 Polish () 7 Other (PRINT) _____ () 8

5. ETHNIC ORIGIN OF HOUSEHOLD

In what country was the head of your household born? (Check one country only)

Canada	() 1	Germany	() 6	Hungary	() 1
United States	() 2	Poland	() 7	Czechoslovakia	() 2
Britain, Ireland,)	() 3	Sweden	() 8	China	() 3
Wales or Scotland	() 4	Denmark	() 9	Japan	() 4
France	() 5	Finland	() 0	Australia and)	
Italy	() 6	Ukraine	() X	New Zealand)	() 5
				Other (PRINT) _____	() 6

6. TYPE OF LIVING ACCOMMODATION

Do you own or rent this dwelling? (Check one category only)

Single Detached House	Own: () 1	Rent: () 5
Single Attached House:		
Duplex, Triplex, Row, etc.	() 2	() 6
Apartment	() 3	() 7
Rooms	() 4	() 8
Bedroom		() 9

7. AUTOMOBILE OWNERSHIP

a) How many passenger cars are owned by all members of your household?

None	() 0	Two	() 2
One	() 1	Three or more	() 3

b) Would you please tell me the make and model year of all cars owned by members of your household?

c) Was it (were they) purchased new or used?

d) Approximately how many miles per year is it (are each of them) driven?

	<u>Make</u> (PRINT)	<u>Model Year</u> (PRINT)	<u>Purchased</u> (Check One)		<u>Approx. Annual Mileage</u> (Miles Each Year)
			<u>New</u>	<u>Used</u>	
Car 1	_____	_____	()	()	_____
Car 2	_____	_____	()	()	_____
Car 3	_____	_____	()	()	_____

8. TOTAL ANNUAL FAMILY INCOME

Since this next question is confidential, would you please check the appropriate box, fold the questionnaire and place it inside the stamped, self-addressed envelope and seal it?

What is the total annual income of all members of your household? (Please check one box)

Under \$2,000	() 1	\$6,000 - \$7,999	() 4
\$2,000 - \$3,999	() 2	\$8,000 - \$9,999	() 5
\$4,000 - \$5,999	() 3	\$10,000 and over	() 6

APPENDIX 3

SURVEY RESEARCH LIMITED

1129 Leslie Street

Don Mills, Ontario

EXPENDITURES RELATED TO TRAVEL

QUESTIONNAIRE

P.S.U. & LOG NO. _____ RESPONDENT'S NAME _____

DATE OF INTERVIEW _____ RESPONDENT'S ADDRESS _____

INTERVIEWER _____ POSTAL AREA _____

"The Travel Diary which we left with you some time ago was for you to record the actual costs of any trips which you took. There are other expenditures which may not be made while you are on a trip but which are related to travel. I would like to ask you about some of these types of expenditures."

AUTOMOTIVE EXPENDITURES

1. (a) "First, your car(s), in just the past 12 months or so, has any member of your household bought (READ ITEMS LISTED AT LEFT)?"

- (b) FOR EACH ITEM BOUGHT: "About how much did the _____ cost?"

ITEMS	QU. 1A		QU. 1B: APPROXIMATE COST
	(CHECK WHICH)		(WRITE IN)
A new car	Yes <input type="checkbox"/> 1	No <input type="checkbox"/> 1	\$ _____
A used car	Yes <input type="checkbox"/> 2	No <input type="checkbox"/> 2	\$ _____
Tires	Yes <input type="checkbox"/> 3	No <input type="checkbox"/> 3	\$ _____
A car radio	Yes <input type="checkbox"/> 4	No <input type="checkbox"/> 4	\$ _____
A boat trailer	Yes <input type="checkbox"/> 5	No <input type="checkbox"/> 5	\$ _____
A camping trailer	Yes <input type="checkbox"/> 6	No <input type="checkbox"/> 6	\$ _____
A truck camper	Yes <input type="checkbox"/> 7	No <input type="checkbox"/> 7	\$ _____

- (c) "In just the past 12 months, were there any purchases related to the car, other than the ones I have referred to?"

Yes ☐ 8 No ☐ 8 \$

IF "YES", about how much was spent on these items? TOTAL \$

CAMPING AND TENTING EQUIPMENT

2. (a) "In just the past 12 months has any member of your household bought any equipment to be used in camping or tenting?"

Yes ☐ 1 No ☐ 2 → Go To Question 3

IF "YES", ask 2B:

- (b) "About how much was spent on equipment to be used for camping or tenting in the past 12 months?"

TOTAL \$ _____

BOATS, MOTORS, WATER-SKIS, ETC.

3. (a) "In just the past 12 months, has any member of your household bought any type of boat, or a motor for a boat, or water-skis or sails, and so on — any items or accessories involving the use of a boat?"

Yes ☐ 1 No ☐ 2 → Go to Qu. 4

IF "YES", ask 3B

- (b) "About how much was spent on boats, motors and boating accessories in the past 12 months?"

TOTAL \$ _____

FISHING EQUIPMENT

4. (a) "In the past 12 months, did any member of your household buy any fishing equipment — rods, reels, lures — anything used in fishing?"

Yes ☐ 1 No ☐ 2 → Go to Qu. 5

IF "YES", ask 4B

- (b) "About how much was spent on fishing equipment in the past 12 months?"

TOTAL \$ _____

HUNTING EQUIPMENT

5. (a) "In the past 12 months, has any member of your household bought any hunting equipment — a rifle, a shotgun, ammunition, clothing for hunting — any type of hunting equipment?"

Yes ☐ 1 No ☐ 2 → Go to Qu. 6

IF "YES", ask 5B

- (b) "About how much was spent on hunting equipment in the past 12 months?"

TOTAL \$ _____

COTTAGE OR CAMP OWNERSHIP

6. (a) "Does anyone in your household own a cottage or camp or a 'home-away-from-home'?"

Yes ☐ 1 No ☐ 2 → Go to Qu. 7

IF "YES", ask 6B

- (b) "In the past 12 months, did anyone in your household make any purchases for the cottage in each of the following categories:

	<u>QU. 6B</u>		<u>QU. 6C</u>
	<u>YES</u>	<u>NO</u>	
i) Furniture & fixtures	<input type="checkbox"/> 1	<input type="checkbox"/> 5	\$ _____
ii) Appliances	<input type="checkbox"/> 2	<input type="checkbox"/> 6	\$ _____

iii) Building supplies (lumber, plumbing, insulation, etc.) ☐ 3 ☐ 7 \$ _____

iv) Any other purchases for cottages or camps ☐ 4 ☐ 8 \$ _____

TOTAL \$ _____

(c) "How much was spent for each item checked ("yes") in the past 12 months?" TOTAL \$ _____

COTTAGE OR CAMP RENTAL

7. (a) "Did any member of your household rent or lease a cottage or camp within the past 12 months?"

Yes ☐ 1 No ☐ 2 → Go to Qu. 8

IF "YES", ask 7B

(b) "About how much money was paid out for cottage or camp rentals during that time?"

TOTAL \$ _____

WINTER SPORTS EQUIPMENT

8. (a) "Did any member of your household buy any winter sports equipment of the following types in the past 12 months?"

(READ DOWN LIST)

(b) FOR EACH TYPE BOUGHT:
"About how much was spent (on item) in the past 12 months?"

	<u>QU. 8A</u>		<u>QU. 8B</u>
	<u>YES</u>	<u>NO</u>	
i) Skis, ski boots, etc.	<input type="checkbox"/> 1	<input type="checkbox"/> 4	\$ _____
ii) Ski-doo or snowmobile	<input type="checkbox"/> 2	<input type="checkbox"/> 5	\$ _____
iii) Equipment for ice-fishing	<input type="checkbox"/> 3	<input type="checkbox"/> 6	\$ _____
TOTAL			\$ _____

MISCELLANEOUS PURCHASES

9. (a) "In the past 12 months, did any member of your household buy any of the following:"
(READ LIST)

(b) FOR EACH TYPE BOUGHT: "About how much was spent for _____?"

	<u>QU. 9A</u>		<u>QU. 9B</u>
	<u>YES</u>	<u>NO</u>	
i) Luggage or baggage	<input type="checkbox"/> 1	<input type="checkbox"/> 3	\$ _____
ii) Clothing for a trip	<input type="checkbox"/> 2	<input type="checkbox"/> 4	\$ _____

10. (a) "Were there any other purchases in the past 12 months which were in some way related to travel away from your home?"

Yes ☐ No ☐ → End Interview

(b) "What other items?" (Write these in, with the amount spent on each)

<u>ITEM</u>	<u>AMOUNT SPENT</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

THANK YOU VERY MUCH FOR YOUR CO-OPERATION



3 1761 11546887 8